September 29, 1959

Mr. Lewis A. Rhodes
Producer for In-School TV
Station KUON-TV
University of Nebraska
Lincoln 8, Nebraska

Dear Lew:

At our recent seminar (at Penn State) on production problems and techniques for instructional television, there was considerable desire on the part of the participants for more information, in a central location, about what was being done at different locations. The idea being, of course, that through such information they would be able to get assistance from one another in solving problems of instructional uses of television.

I told them that a project that would help satisfy this need was now underway, and told them it shouldn't be long before we would have something concrete.

Therefore, I need your help. What is the present status of the in-school files you were working on while at KUON-TV? I hope that we will soon be able to let our membership know that this sort of badly needed assistance is available from NAEB.

Can you fill me in on status, when to expect what, etc.? Thanks.

Regards,

Harold E. Hill
Associate Director

HEH:JO

CC: Gale Adkins

THE UNIVERSITY OF NEBRASKA
LINCOLN 8, NEBRASKA

UNIVERSITY TELEVISION
KUON-TV · CHANNEL 12

September 22, 1959

Will you please?

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Dr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Regarding your September 18 memo to Schwarzwalder, the in-school project files have been shipped to Central Michigan State University so that Lew Rhodes could continue to administer the project and tie together the loose ends. He has been in frequent contact with Gale Adkins, and it was deemed best to have him continue.

Sincerely,

Jack

Jack McBride
Director of Television
and KUON-TV

JMcB:ss

October 7, 1959

Mr. Lewis A. Rhodes
Coordinator of TV Production
CMETV Council
Washington School
1400 North Vernon Street
Flint 6, Michigan

Dear Lew:

A very quick and brief note, so that I can get it off today in answer to your questions.

The pre-convention issue of the Newsletter (October issue) is already in the mail, as of today. The deadline for the November issue is October 9, so your best bet, apparently, will be the December issue, the deadline for which is November 10.

It might be a good idea, as you suggest, for an announcement to be made at the Convention. This, I would suggest, Gale could handle in his committee report.

Cordially,

Harold E. Hill
Associate Director

HEH:JO

CC: Gale Adkins

CENTRAL MICHIGAN UNIVERSITY

CMETV COUNCIL
Washington School
1400 No. Vernon St.
Flint 6, Mich.

~~Mount Pleasant~~, Michigan

October 6, 1959

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Mr. Harold Hill
Associate Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harold,

I received your forwarded letter today and since I owe Gale a letter on the same subject I shall use this as a vehicle to answer both.

The File Service was "ready-to-go" at the beginning of the summer, however when I returned from vacation and workshops an additional dozen returned questionnaires were on my desk. I felt that these should be incorporated into what I already had to have as complete an end-product as possible.

Unfortunately, they came at an inopportune time, for my change of position has kept me occupied most of the time these past few months. Now that we're launched however, I've had a little more time and I've been able to bring the File Service up-to-date.

Now is the time for the announcement in the Newsletter. I sincerely regret that we weren't ready to get it in the September issue as previsously planned.

Gale, I'll rough out the article and try to get it to you by the early part of next week. I'll also send you the information on which I base the article so that you can make any changes desired.

Harold, is there an issue of the Newsletter to come out before the Convention? If so, can we make the deadline? Call me, if necessary. Cedar 9-0842.

If we can't get it into the Journal before convention time is there a possibility of announcing the service and sampling opinion at the Convention itself?

Sorry again for fouling up the time schedule.

Regards,

Lewis A. Rhodes
Coordinator of TV
Production

cc: Mr. Gale Adkins
Radio-Television Dept.
University of Kansas
Lawrence, Kansas

KTCA-TV
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Mr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Your letter of September 18 to John talking about the "Utilization Kits" touches a project near to my heart. There is certainly a great need for material to help new teachers develop utilization techniques for both television and radio.

In going through my files prior to coming to KTCA, I came across several letters concerning this project. Both Jack McBride at KUON and Mike Ambrosino at WGBH-TV said they would be willing to develop a kinescope program dealing with utilization techniques.

I think it would be a good idea if the Utilization Committee would spend some time giving serious consideration to this project at the Detroit meeting. I have written Gale Adkins to see if he is planning on holding a general Utilization Committee meeting. If he has not made plans for such a meeting, I will attempt to get the Television Sub-committee together. As for my involvement in the project John has left the decision up to me. It is as you can gather, a matter of having enough time on hand. It is foolish to say that I will do this in my spare time because this commodity just does not exist. I think, however, that these materials are so important that I will find the necessary time. I am flattered that you want me to work on the project. I'll do my best. If I find either the project or my responsiblities here at

KTCA suffering, I will have to make other arrangements.

This is a great country in Minnesota. I'm sure I don't have to tell you that. The change has been good for me. This is a marvelous place to work. It's nice to be associated with an organization that has some real pioneering spirit. If I ever manage to catch up with John, I'll probably find out that he has blasted off for outer space.

Looking forward to seeing you October 27th.

Sincerely,

Clair R. Tettemer, Sr.
Director of School Programs

CRT:gn

c.c. John C. Schwarzwalder

14 Gregory Hall
Urbana, Illinois

MEMORANDUM

TO: Gale Adkins and Clair Tettemer

FROM: Harold E. Hill

DATE: October 16, 1959

As you both know there has been quite a bit of correspondence dealing with the possibility of the NAEB establishing some sort of utilization "kit" which could be used by people fairly new in the field who need help in making the best possible use of TV, either open or closed circuit, for instructional purposes. Harry has asked me to follow up on this project since I have worked fairly closely with the Utilization Committee in recent years, and this memo is addressed to the two of you since Gale is chairman of the Utilization Committee and Clair is chairman of the TV Subcommittee on Utilization.

Several years ago, at Columbus, the committee discussed the possibility of asking certain stations (or people, really) to prepare kinescopes and/or films which could be kept in a library at NAEB Headquarters and loaned to those needing help. It was thought, you will recall, that it might be possible, in some instances, to prepare special kines or clips showing exactly how certain courses might best be taught -- or at least how one station had been successful in teaching said course. At the same time the committee realized that not all stations would be in a position to prepare special kines, but that they might be able to put together several clips showing how certain subject matter had been taught at their stations, utilizing actual sections of kines used in a given course. This might be presented straight, or might be done with voice-over narration which would explain the procedures being followed.

Everyone realized this would be a big job, but it was agreed that "just a start" would be extremely helpful -- if Headquarters only accumulated three or four clips a year, it would be that much more help than is now available to novices. Some members of the committee volunteered to prepare such materials and send them to Headquarters. However, the project never actually "got off the ground" and we still have no kines.

One project that did get started (but has been dragging its feet somewhat) was the index file that Lew Rhodes agreed to prepare. This was even helped along to the extent of a $300 grant from NAEB to KUON-TV to help defray the expenses of the project. The latest word from Lew is that he had it

"ready to go" at the beginning of the summer, but that during his vacation several more questionnaires were returned and he wanted to include them to make the file as complete as possible. Unfortunately, all of this was taking place at the same time that Lew was moving from KUON-TV to the Central Michigan ETV Council. Naturally, his new duties took a great deal of his time, and we all appreciate the problems he has faced and are extremely grateful for the excellent work he has done on this project, most of which has been on a purely voluntary basis.

Now we have come to the place where it is imperative that we get the file service finalized and announce its availability, and I believe Lew will have this ready very soon. But, more important, based on the number of inquiries we get at Headquarters and the discussion at the TV production seminar at Penn State this past summer, we must get the "utilization kit" project rolling if we are going to service the growing demands for help from members just entering the instructional TV field.

I would suggest that as many members of the Utilization Committee as are present at Detroit get together and finalize plans. If we get only commitments for one or two kines, we will be that much ahead. Clair, as chairman of the TV Subcommittee, has indicated a willingness to ride herd on this within the time limitations imposed by his new job. But he will need the help of the entire committee in laying plans and in getting kines from those who are willing to help. In addition, we may want to consider other utilization possibilities, such as film slide kits which might be made up by some of our members who already have prepared such materials for local use. (As an example, you'll both recall that Lis Marshall had a set of slides at the Purdue seminar in the summer of 1958 which she uses to help the Chicago teachers. Maybe something of this sort - perhaps with a booklet or text of some kind - could be developed so that it might be loaned to members needing such help.) Incidentally, although he is primarily concerned with radio still (and is chairman of the Radio Utilization Subcommittee), George Johnson would be very helpful in laying plans, and I just hope that he will be in Detroit so he can meet with us. I presume that Lew Rhodes will be there, too.

Incidentally, more as a progress report than anything else, two minor projects have gotten rolling as a result of the NAEB Penn State seminar on instructional TV production this past summer. First, there was quite a bit of discussion about what a shame it was that so many graphics (on which much time and effort had been spent) had to be discarded by stations (largely due to storage problems) after they had been used on a given series. Special reference was made to picture graphics. It was therefore suggested that those who had such pictures which they would discard should instead send them to Headquarters where a catalog of sorts would be prepared and distributed so that those needing pictures could write in and borrow them. So far I have received pictures from only about three people, but have promise of more. While this is not truly a "utilization" project, it is to some degree and, I believe, should be encouraged by the Utilization Committee.

The second item from the seminar: I realized that many of our members had conducted all sorts of experiments in instructional TV and had some idea of what would work, how best to treat a given subject, etc. This realization was a result of the large number of booklets, reports, etc., which some of the participants brought along to distribute to fellow "seminarians." Therefore, after the meeting, I circulated a memo to the membership suggesting that those with booklets which they were willing to send free to anyone requesting that they send a sample of each to Headquarters. We will prepare a bibliography and circulate it to the membership so that they will know where to write for copies of reports that may help them with some of their own problems. This may save a lot of trial and error on the part of the novices, because they can learn from what others have done. This project is just getting started, but so far we have received perhaps a dozen booklets from three or four sources.

Then, of course, the seminar discussed the need for services like the file service and the kines I have talked about above. Actually, I think we must not worry about trying to start with kines on every subject. I have a hunch that that may be what has bogged us down to date -- we have been a little too ambitious, and thus awed at the magnitude of the task facing us - we have felt that we should have a great number of kines and clips right off the bat in order to meet the demand. However, I feel that we should try to get started, even if we have only one clip the first year - one is better than none. And this is the reasoning we have applied to the two other projects I have mentioned above. We may not have a file of 10,000 picture graphics, and we certainly won't cover all possible subject areas, but we can meet the needs of some, and this is better than not being able to meet the needs of any. And the same thing is true of the booklets and reports -- even if we can list only 25 in the bibliography, that will be something, and if we help only two or three members with a specific problem through this method, it will be far better than not helping them at all.

And that's the way I think we should approach the kines and clips idea. If we get one or two, they will meet someone's need and at least that much service will have been rendered. And we can't ever build up any of these services without starting, even if the start is small.

So, I hope we can get together in Detroit -- at least those members of the committee who are there. And my whole purpose in this memo was to suggest such a meeting and also try to summarize some of the steps and thinking of the past few years. See you in Detroit.

Cordially,

Harold E. Hill
Associate Director

HEH/dp

cc: H. J. Skornia

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Mr. Harry Skornia
Executive Director
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

We are working on a research project to submit to the Defense Education Act. We hope to meet the February 1st deadline for Title VII Proposal. This project that we are planning will call for the use of audio tape recordings and we will need to have them duplicated in rather large numbers. I know that you have the equipment for making these duplicates for the tape network, but I don't know whether or not you ever contract to do other recording duplication. If so, I would like to get some information about your rates. For instance, what would the cost be to have two fifteen-minute tapes duplicated, each week for thirty-five weeks? Of course, the number of duplications would be important and I am assuming that we would need in the neighborhood of sixty copies of each.

Of course all this is tentative, but we do have to have some idea of where we could get tapes copied and how much it would cost for the job. Perhaps this is a much more complicated question than it appears. If so, let me know whether or not you can contract for this kind of work and, if you can, I will call and talk with you about it on the phone.

One other item I may as well enclose with this letter. Over the week-end I started to draft a letter to McPherson at the Department of Health, Education, and Welfare. He is the Chief of the Dissemination and Services section. I had contacted him earlier about dissemenation contracts and in his reply to me he suggested that an outline of my

proposals be sent to him for his staff's reaction. Originally, I was thinking of a proposal dealing with a summer activity here at KTCA-TV. However, in my reply I had intended to include the information about the N.A.E.B. Utilization Kit Proposal. After working on the draft of this letter to McPherson, I thought I had better check with you before sending any information to him. Perhaps you have better channels to the U.S. Office of Education than this. It might be inappropriate to send any information other than what might come from Headquarters. I will hold this letter to McPherson until I hear from you.

Cordially,

Clair R. Tettemer, Sr.
Director of School Programs
and Research

CRT/gvn

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Dr. Harry J. Skornia, President
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear President Harry:

I've watched each letter from you to see when officially we could address you as president. In your January 11 one I note that the time has come. Congratulations!

Gale Adkins sent me a note the other day and I was relieved to hear from him. The last word I had was at the N.A.E.B. Convention when Paula was ill.

A few weeks ago I wrote to Elizabeth Marshall about doing some utilization kits for us. Since writing you last week, I have heard from Liz and she is quite interested in the project. She made several suggestions about clearing the protocol channels in the Chicago power structure which I have started to do. I think she will be a wonderful addition to the committee and if all goes well, her material should be available for distribution by the first or middle of May.

The dittoed "draft proposal" has not been submitted as yet. Actually, I had thought of this as a working paper. As I told you in my letter yesterday, I'm not exactly sure about the proper channels for submitting proposals under part B of the Title VII authorization. It seems that the first thing we should do is get together to draft or write a final request. While this material I have put together will help, I'm sure it is in the wrong form and we need to make a stronger and more logical case for the project. Also, I'm sure that they will want to know something about budget and time expectations.

Let me make this as a suggestion. As a first step, perhaps I could come to Urbana and the three or four of us sit down and talk the proposal through putting our best thoughts down on paper. Since I will be tied up pretty well until the first of February here in the office, perhaps I can make it the 8th of February.

The months of February and March and the early part of April would be best for me to travel. This would give us a chance to get some letters returned with suggestions from various locations. The exact date for getting together can be cleared a little later.

I'm not usually so prompt in answering my mail but I have hopes of getting this letter to you and Harold before his specific reply to me.

Sincerely,

Clair R. Tettemer, Sr.
Director of School Programs
and Research

CRT/gvn

c.c. Harold Hill
William Harley

14 Gregory Hall
Urbana, Illinois

January 12, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

Following up on Harry's letter, of yesterday, to you, and my letter of December 16 - I'm still not sure whether or not you would be willing and able to undertake the job of getting the project underway, or how much it would cost.

I am wondering whether or not you feel that Phase I of your proposal could be handled with the $1,000 or so I mentioned that we might be able to put into it? I would also like to have a rough budget estimate from you as to how this $1,000 might be expended if you are willing to undertake the initial part of the job. (You can refer to my letter of December 16 for more detail about what I need to know before we can push the "Go" button.)

If you'll shoot me the answers to these questions and those raised by Harry in his letter of yesterday, perhaps we can get this thing started without much delay. Incidentally, I would guess that you might want to make your first step a visit down here so that you, Harry and I might firm up later actions.

Cordially,

Harold E. Hill
Administrative Vice President

HEH:jp

DAEC 73
National Headquarters
14 Gregory Hall
Urbana, Illinois

14 Gregory Hall
Urbana, Illinois

January 11, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

Trying to get caught up at home this quiet Sunday. Hence, this will be brief.

Re committees: I need time for the re-organization effort needed. I haven't had it. It will have to wait. Plan to add Elizabeth Marshall to yours. O.K.? She may have some things of use or value.

Adkins ok. Agreeable to committee. I've had no reaction to him regarding the project discussion with you. We'll proceed anyhow.

I'm asking Harold to push along with you to get at least the visitation and inventory of what's available done as soon as you can start. Was the ditto proposal you attached the one already submitted for Title VII? Not wholly clear. Or is this one (called "draft proposal") for us to follow up on? Either or both is fine.

Finally, I'm today drafting a note to accompany committee definition scrutiny and revision to go out with a list of committees and current definitions to the Board and all chairmen. Your idea is, therefore, most timely and helpful. Unfortunately, in view of other pressures, the present committee-by-committee definition is being left for Harold to pull together as soon as possible, since I'm currently covered up with other equally pressing matters. We'll go over this together and then circulate to all chairmen, sub-chairmen and the Board.

Your more specific reply will come from Harold, as to getting us off the launching pad. How soon can you travel?

Sincerely,

Harry J. Skornia
President

HJS:jp
CC: Mr. William Harley
✓Mr. Harold Hill

KTCA-TV
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Mr. Harold Hill, Associate Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harold:

Sorry to have delayed answering your December 16 letter. There were a few things I needed to talk to John about before laying out the program. I certainly agree with you and Harry; the only way to get anything started is to buckle down and do it. I do think that the project should be developed in several phases. The enclosed proposal shows how these phases might line up.

I think it is optimistic to expect much in the way of actual exchangeable material out of the first phase. The big hold up will be in finding stations with facilities, money, and people to invest in the project. However, the Ford consultation money can be spent advantageously to take care of getting it into a starting position. I feel there is a great potential for these Utilization Kits but they are not lying around ready to be picked up. From our preliminary committee meetings, it was evident that everyone needed the material and knew the kind of thing that was needed, but had no source.

If there were some place (and as of now I know of none) willing to invest money in the production of these kits, or if there were some producing money available, then I could see how we might get at least one Kit in the works.

Incidentally, we have submitted a Project Proposal on utilization to the Title VII Office. If it is approved, we will have a film report on utilization available. We suggested in the Proposal that this be distributed through NAEB channels. We commented that this might become a part of the Utilization Kits file. Perhaps, some similar material can be obtained

from other organizations doing subsidized research. When you and Harry have had a chance to go over this Proposal, drop me a line with your thoughts.

Cordially,

Clair R. Tettemer, Sr.
Director of School
Programs

CRT/gvn

P.S.

Harry, I'm sending you a copy of this letter as an answer to your December 31 letter. I would very much like to serve as chairman of the TV Sub-committee on Utilization. I take it, from this title, that there is not going to be any major re-organization in the committee structure. I would like to know if there will be a change and when.

By the way, I think it might be a darn good idea to put together an information piece of the committee structure of the N.A.E.B. For instance, at the last conference I discovered several committees I had never heard of before and they appeared, at least on the surface, to have some over-lapping functions.

As a P.S. this is turning into a letter on its own, but I wonder if you could give me information about Gale Adkins. I have written to him several times and have not had any reply. I noticed in your letter of December 31 you sent a carbon copy to him.

c.c. Harry Skornia
Encl.

ROUGH DRAFT OF PROPOSAL

# NAEB UTILIZATION KIT PROJECT PROPOSAL

For the past two years, the Utilization Committee of the NAEB has been discussing the development of demonstration kits of materials to help schools improve their use of educational broadcasts. The general plan is to collect materials in kit form which would then be made available on short term loans from NAEB Headquarters. Considerable interest has been generated in both developing and using these materials, but three problems seem to stand in the way: shortage of production funds: a person with the time to spearhead the development; and the lack of a specific plan.

Many good ideas have been put forward as to the type of material to be developed. Everyone feels that there is plenty of "raw material" available, but they are not sure where it is or what should be done with it. Some of the ideas for kits are noted below:

1. A file of sample kinescope or tape recordings of successful school programs. Along with these films or tapes, study guides, lesson plans, utilization survey results, and other printed material could be furnished.

2. Special edited "kines" showing various aspects of school programs. For instance, a 30-minute film showing short examples from different school programs could be put together from existing material. Other "kines" could be edited to tell a story. Transitions could be made by inserting special commentary kinescope recorded footage. Films illustrating the strengths of television or defining (by illustration) what is meant by various terms such as "enrichment, supplementary, and direct teaching". The list of such special uses of kinescope programs is almost limitless.

3. Excerpts from taped radio broadcasts could be put together with tape transition commentaries similar to above.

4. Interviews could be put on film or tape with teachers, supervisors, administrators, pupils, parents, etc. telling of their experience with educational broadcasts.

5. Film reports illustrating findings from research. This could be a documentary treatment of a complete research project with emphasis on how to carry out a project.

6. Capsulized dramatization on film or tape following a program idea from conception to birth.

7. Filmstrips or slide collections with synchronized tape commentary illustrating utilization procedures and results. An alternate suggestion would be to supply a script with the slides or filmstrip for local presentation.

8. Film documentary showing the various class activities that developed from one educational broadcast. This would start by showing or planning a part or all of the film or tape of the program stimulating this utilization.

9. Collections of class work resulting from educational broadcasts. This could include art, literature, science, music, and similar projects.

10. Complete utilization workshop (short or long) outlines including suggested handouts, sample scripts, time tables, program examples, etc.

11. Tape recordings of the discussion within a class following an educational broadcast.

12. Reprints of selective speechs, articles, in quantity for use with committees and discussion groups.

These suggestions are quite rough and certainly need refining. But they do indicate some of the possibilities which have been discussed within the NAEB Utilization Committee.

This problem breaks down into several phases. To do all of these at once would require considerable money. Actually, the first step would be to pin-point the needs and the supply of material. A phase structure which might be followed is suggested here.

PHASE I - EXPLORATORY

The objectives of this phase would be to define the project, locate areas of needs, find examples of utilization, and orient key people into the project. Specific utilization projects could be worked out with the local station or organizations if they can or will undertake the financing. The most practical and expedient method of doing this would be by a personal visit to the various locations. An itinerary for these visits can not be worked out until a preliminary approach has been made through correspondence. Off hand, the points that appear most likely to come up with usable material is Pittsburgh, Chicago, St. Louis, Boston, Philadelphia, Haggerstown, Seattle, San Francisco, Sacramento, and Denver. I'm sure that all of these could not be visited but a series of letters should eliminate some. In most instances, the areas mentioned have both an educational radio and television station in operation.

Some exchangeable material might result from these first visits. However, the principle objective would be orientation, and the development of a proposal to be made to either a foundation or the U.S. Office of Health, Education, and Welfare.

PHASE II - SCREENING

This could very well be the first step in the Proposal mentioned above. After assessing what is available and developing specific ideas into outline form, they should be screened by the NAEB Utilization Committee. This might be done at the IERT meeting in May, but it would be better to hold a one or two day meeting of the Committee at some central location. Perhaps this could be combined with the IERT meeting, either a day or two before or after. The disadvantage to this is the length of time the committee members would be required to be away from their home base. Whether a combined meeting or a special meeting is held, the expenses for the meeting should be included in the proposal.

Specific contracts could be drawn up with the selected producing agencies after this Screening meeting.

PHASE III - SPECIFIC PROJECT DEVELOPMENT

Each producing agency would work out their plans and submit them for approval. This could be expidited by having the Project Director spend some time working with the local producers. This supervision would be desirable to insure a consistant pattern with the committee objectives.

PHASE IV - PRODUCTION

PHASE V - DISTRIBUTION

TIME TABLE

A suggested time table for the completing of each phase is shown below:

| | |
|---|---|
| Phase I (financed by NAEB) | March 15, 1960 |
| Phase II (externally financed) | May 15, 1960 |
| Phase III (externally financed) | September 1, 1960 |
| Phase IV (externally financed) | January 1, 1961 |

It would be desirable to set a shorter time table but this would be somewhat unrealistic. Many of the utilization examples will call for the use of schools, classes, and children. While some of this could be done during the summer, the bulk would have to wait until Fall semester of the 1960-61 schooy year. It is possible, however, that some things might be done right away, such as the collecting of sample kinescope recordings. Distribution should not be

held up until the entire project is completed. As fast as material becomes available it should start being exchanged. Certainly something should be ready for distribution by September 1, 1960.

## BUDGET

The Ford Consultation money would make the first phase possible. Even if outside financing does not develop, the ground work for such an exchange would be laid. It is reasonable to hope that some exchangeable material will be uncovered in this first phase.

Phases II through V could not be budgeted until after the Exploratory Phase is completed. The magnitude of the exchange will depend on the money available.

December 16, 1959

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

Harry, just before leaving for Washington, asked me to write to you regarding your earlier exchange of correspondence relative to your spending some time on getting the utilization kit project "off the ground."

We have a little left in the fund originally given to us by Ford for consultation purposes, and this seems to be a legitimate use of these funds. We could probably go up to $1,000 total.

However, we need to have from you an outline of what you would propose to do, your intended itinerary and a budgetary breakdown of how the funds would be expended. We feel that it is essential that some real progress be made (as you do), and we would hope that actual kit material might be a result of your initial work -- we feel that laying the ground-work for future activity might not be enough, because we might not get any more money, in which case we'd know a little better what we wanted to do but would be unable to do it.

Your project might even be construed as a "pilot" project to determine exactly what can be done (with kit materials actually developed in the process), which we could then use to prepare a request to the USOE for NDEA funds to enlarge upon the "pilot."

Let me know what you think, and, if possible, rough out your plans, itinerary and budget.

Cordially,

Harold E. Hill
Associate Director

HEH:jp

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

St. Paul 8, Minnesota

JOHN C. SCHWARZWALDER
*General Manager*

Telephone
Midway 5-5565

December 9, 1959

RECEIVED
NAEB HEADQUARTERS
DEC 10 1959
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

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LORING M. STAPLES
HAROLD E. WOOD

Mr. Harry J. Skornia
Executive Director
National Association of Educational
Broadcasters
114 Gregory Hall
Urbana, Illinois

Dear Harry:

Finally I am enclosing not a rough draft of the minutes of the Utilization Committee meeting as I said in my December 2nd letter, but the revised copy of the minutes. These have been checked by the committee members and, to the best of our knowledge, is the correct record of the meeting.

On this business of using some Title VII funds to develop out Utilization Kits; the more I think of this the more I feel it is a definite possibility. I still have not heard from Jim McPherson, of the U.S. Office, concerning the method of introducing your proposal on Part B of Title VII.

If you can take the time to discuss this with the people there, perhaps something can be gotten underway soon. I would like to work on this project and it appears to me that the first stage will be to get around to some of the areas doing school programming to line up material for the Utilization Kits. I have the time now and will not get involved with our local problems until sometime in February.

If money could be made available so that I could spend some time during the month of January getting the project started, then the rest of the year would be time enough to actually produce the kits. I'm sure I do not need to point out to you that these have to be planned, and certainly parts of them produced, while children are still in school.

If Ford money
ok up to June —
or only thru
Dec 7 '59 earlier
urged him to do
before end of 1959

If you are not able to talk this idea over with the Title VII people, then perhaps, if the money can be found, you or I should go to Washington especially to discuss this project.

Incidentally, perhaps you know of some consultation that is needed on the East Coast where we could use someone else's funds for a part of these travel expenses.

Let me know what you find out in Washington. I will be anxious to hear of any possibilities.

Cordially,

Clair R. Tettemer
Director of School Programs

CRT/gvn

Encl. (1)

RECEIVED
NAEB HEADQUARTERS
JAN 16 1960
A.M. 7|8|9|10|11|12|1|2|3|4|5|6 P.M.

January 14, 1960

Dr. Benjamin C. Willis
General Superintendent
Chicago Public Schools
228 North LaSalle Street
Chicago 1, Illinois

Dear Dr. Willis:

For some time the Utilization Committee of the National Association of Educational Broadcasters has been discussing the production and distribution of information kits of educational broadcast utilization materials. This project has grown out of the many requests received by the N.A.E.B. for help in the utilization field.

At the recent N.A.E.B. Convention in Detroit, I and other members of the committee had the delightful experience of hearing Miss Elizabeth Marshall tell about utilization of school programs in the Chicago schools. Miss Marshall illustrated her reports with a series of excellent color slides. This is exactly the kind of presentation we would like to have for nationwide distribution through N.A.E.B. channels.

Our thought is that a kit consisting of copies of these slides and the tape recorded presentation by Miss Marshall could be put on deposit with the N.A.E.B. This material would then be available to school systems and educational broadcasters for short term loans.

If you can make this material available, I'm sure it will be of inestimable value. There is a great need for help in the utilization area. Many of us have talked about this problem but while we have been talking, you in the Chicago schools, have been organizing your thoughts into a usable form.

Sincerely,

Clair R. Tottenor
Chairman, Television
Utilization Sub-Committee

CRT:gvn
B.C.: Elizabeth Marshall
Harry Skornia
Harold Hill

HEH
Bill Harley sent 'em the stuff (on graphics etc. I guess) which Mr. Bride sent Harley when he thought TV Production Committee was going to speak. Thought DAVI might do.
+ 4 L
H

nea department of audio-visual instruction

1201 SIXTEENTH STREET, N.W. • WASHINGTON 6

January 14, 1960

Mr. William G. Harley
Director, Television
University of Wisconsin
Madison, Wisconsin

Dear Bill:

Let me hasten to make an honest woman of your secretary and to confess my inefficiency.

The day after you were here last week Harold Wigren brought in the material you had sent me in relation to the Joint NAEB - DAVI film project. I had passed this material on to Harold when I received it on December 11 and asked him for his recommendations. Harold did not have an opportunity to study the material and passed it back to me when he left last week for Houston.

At the first opportunity I shall study this material and probably pass it on to our Television Committee for their consideration during our convention in Cincinnati.

Very truly yours,

Bob

Robert C. Snider
Assistant Executive Secretary

RCS:JCS


Walter S. Bell, President
Director, Audio-Visual Education
Augusta, Georgia, Public Schools

James D. Finn, President Elect
Professor of Education
University of Southern California

James I. McPherson, Past President
Superintendent of Public Instruction

EXECUTIVE COMMITTEE

Lee E. Campion, Director
Audio-Visual Education
St. Louis (Mo.) Public Schools

E. Edgar Lane
Supervisor of Instructional Materials
State Board of Education

Jack H. McKay
Director of Instructional Materials
Public Schools

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Executive Secretary

Robert C. Snider
Assistant Executive Secretary

Mickey Bloodworth
Publications Coordinator

Florence Ikehi Lan
Administrative Assistant

EDUCATIONAL SCREEN AND AUDIOVISUAL GUIDE

14 Gregory Hall
Urbana, Illinois

January 15, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

I see no reason why you cannot as Chairman of TV Utilization for the NAEB, contact the USOE directly. McPherson is perfectly satisfactory channel. I think he would be fine, if you said that we'd gone over this together, and would like very much to do.

Incidentally you say "one other item I might as well enclose with this letter." Except for your 2 letters one of January 11, the other January 13 (both received yesterday) nothing was enclosed. This in case you expected me to react to draft of letter.

Harold has the draft of "proposal" and I'll try to go over this with him upon his return Monday. He's presently on an NAEB trip to East Lansing.

Glad to hear of your efforts with Elizabeth Marshall. If you can keep the "cute little kid" approach out of her stuff (some is OK -- but not that much), I think she can be a big help. (Don't quote me, you lug!)

More early next week. Glad you can "go" in February, March and April. I think we're ready. Bob Underwood will answer your question about duplicating rates.

Best,

Harry J. Skornia
President

HJS/kh

CC: Mr. Harold Hill
Mr. Bob Underwood

14 Gregory Hall
Urbana, Illinois

January 19, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

Harry and I have discussed your various informative letters, and agree that you are on the right track.

So far as we know now, February 8 is fine for your visit to Urbana. Of course, there is always the possibility that Harry might have to be out of town, but so far the 8th is clear. I presume that you will be coming in on Sunday evening; would you like for us to make some sort of hotel reservations for you? You'll be traveling at NAEB expense, but we no longer travel tax exempt, so you will need to pay the transportation tax.

As Harry pointed out in a letter to you (which probably passed yours in the mail), it is fine for you to go ahead and contact such people as Dr. Willis and the USOE, without going through us. We always try to work through committees whenever possible, and your availability for this particular project is a great boon for the Association. There's no need for us to make the initial contacts at all.

You certainly may count on using some of the available money for long-distance phone calls. Perhaps you can handle them in the same manner that John handles the Hill Family Foundation project, i.e., the calls are initially charged to your station and then the NAEB reimburses the station upon presentation of a statement. This is most satisfactory to us, and we hope you can handle this new project the same way.

We can discuss your itinerary, the proposal to the USOE and other related matters when you are here February 8. If you have any questions or

immediate problems before that, let me know (and advise about your arrival and whether or not you want me to make a room reservation), otherwise I expect correspondence can wait until we see you.

Cordially,

Harold E. Hill
Administrative Vice President

HEH/kh

January 15, 1960

Mr. Harold E. Hill
Administrative Vice President
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harold:

Today my communique to NAEB headquarters goes to you. Perhaps between the letters I have written to you and Harry, all of your questions are answered. But in case they aren't, I'll try to summarize the situation.

The draft proposal I sent in is only to be used as a starting point. Your suggestion of starting with a visit to headquarters coincides with the suggestion in my January 13 letter. How does the February 8 date suit you?

As far as the handling of phase 1 of the proposal, I will be very willing and able to undertake the job of getting the project under way. As for the traveling expenses, I am sure the $1,000 you mentioned will be adequate for the first phase. If it is not enough to complete the job, it will certainly let us go a long way down the road. If I plan an itinerary to visit several locations on one trip we will get the most for our money.

You can see from the copy of the letter to Superintendent Willis we are trying to get at least one kit on the road. I contacted Eliazbeth Marshall about doing a kit and she suggested the approach to be made through her superintendent. I will let you know what results from this letter. Incidentally, perhaps I should clear a policy point. I have been assuming that it was appropriate for me to go ahead and make contacts and send letters in the name of NAEB in relation to this project. It occurs to me that it might be better if these contacts were made, at least initially, through your or Harry's office. On the one hand we can save time and on the other it would mean more coming from you than from me. I have gone ahead in this one case but would like your thoughts on the matter for the future.

As far as the itinerary and budget goes I would like to use all of the money for travel and communication. Perhaps we could set a little aside for me to use on long distance charges particularly in this initial setting up phase. I would prefer to keep the decisions on the itinerary until later. The first thing to be done is to send out letters to the various people in the field who might be in a position to supply some material. The itinerary of visits would then be more meaningful since we would know where we might unearth some useful material. Basically, I think a visit to headquarters is in line and then a swing through the east picking up two or three locations. Any other visits will depend on the money available. I'm not trying to hedge on setting up this itinerary. This would be a very easy thing to do but, in the interest of getting as much out of the money as possible, I would like very much to wait until I have had some answers to my letters.

Fine

If this meets with your approval I will get the letters on the way at once. If a sum can be set aside to cover long distance calls I could follow up some of these letters with calls to specific locations. I think a sum of $50.00 would be sufficient to cover these first calls.

Right

I hope this helps bring the picture into some kind of focus. One other thing I would suggest; that during my visit to the east, I stop in to talk with the people at the U.S. Office of Education in Washington. Again this might be something that could be better handled by you or Harry.

Good

Cordially,

Clair R. Tettemer, Sr.
Chairman, Television
Utilization Sub-committee

CRT/gvn
c.c. Harry Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RECEIVED
NAEB HEADQUARTERS
JAN 18 1960
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

OFFICE OF THE REGIONAL DIRECTOR
January 15, 1960

Mr. Harold E. Hill
Administrative Vice President
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harold:

Today my communique to NAEB headquarters goes to you. Perhaps between the letters I have written to you and Harry, all of your questions are answered. But in case they aren't, I'll try to summarize the situation.

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Cordially,

Clair R. Tettemer, Sr.
Chairman, Television
Utilization Sub-committee

CRT/gvn
c.c. Harry Skornia

RECEIVED
NAEB HEADQUARTERS
FEB 3 1960
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

February 2, 1960

Mr. George Jennings
Director
Division of Radio and Television
Chicago Board of Education
228 North LaSalle Street
Chicago 1, Illinois

COPY

Dear Mr. Jennings:

On January 14 I wrote to Superintendent Willis about securing help for the NAEB Utilization Committee in their project to distribute information kits. I am sure that this letter has been forwarded to you by now. This utilization kit project grew out of Committee discussions concerning the need for demonstration material to help local groups develop school broadcast utilization.

Several of us on the Committee have had the opportunity to see Liz Marshall's use of slides to talk about utilization in the Chicago schools. This is the type of information and material we hope to pull together in some kind of kit form. Our goal is to produce many different kinds of demonstration kits which would be available from NAEB Headquarters. Of course the project limits will be set by the funds available. We hope to enlist some financial support after we have demonstrated the practicability of the project. In the meantime we need your help. I am sure you will agree with the Committee that this is virgin territory. A great deal has been written and said about the production end of educational broadcasts but the consumer is many times neglected.

So far I have not heard from my letter to Superintendent Willis and I had intended to wait until I had an answer before pursuing this request any further. However, I find that I will be going through Chicago Friday, February 5th and would like to stop in and talk with you and Liz Marshall about this project. It is always difficult to do justice to a project in a letter.

I will be arriving from the Twin Cities at 8:15 a. m., taking time out for breakfast, I should be at your office by ten.

I have delayed writing you in hopes that I would know more about the availability of your utilization material. If it works out that you are unable to meet with me on Friday, I will have to plan another visit, but since I will be going through Chicago anyway I will call at your office in hopes that we can get together.

Sincerely,

Clair R. Tettemer
Chairman
Television Utilization Sub-committee

CRT:dn

cc: Harold Hill
bc: Elizabeth Marshall

COPY

Harold:

I talked to Liz this morning and she suggested the above letter to Jennings. It is set that I'll talk with Liz on Friddy. I understand that the answer is working its way to me through channels and it is "yes." From the phone conversation, I gather that the request stirred something up. Just what I don t know and from the conversation on the phone I gather it was OK by her. Stirring things up that is.

I8ll know more when I see you first of the week.

Sincerely,

Clair

RECEIVED
NAEB HEAD QUARTERS
FEB 18 1960
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

February 15, 1960

Elizabeth E. Marshall
Division of Radio and Television
Board of Education
228 North LaSalle Street
Chicago 1, Illinois

Dear Liz:

There is still no answer from the front office about our proposed project. I have delayed writing you and George until I had some indication that officially the Chicago Schools said "yes". I'm at a bit of a loss to know just how to proceed. I could write a follow-up letter to Superintendent Willis, but this would seem rather silly since I had already made a contact with you. I would be very much in the position of saying that you had told me we were going ahead but to wait until official confirmation had come through. On the other hand I could write to George and find out from him what the next step should be but as of yet I have neither had an answer to my letter requesting an appointment nor any information as to what he had recommended be done to my request to Willis. I don't want to be talking when I should be listening and I'm not sure how far I should go.

If you have any information that can help me get this project "off dead center" please send it along. Perhaps this is something that I had better straighten out through a phone call. If this seems advisable, let me know and I will call the right people.

Sincerely,

Clair R. Tettemer
Director of School Programs
and Research

CRT/rjd

BC/ Harold Hill

14 Gregory Hall
Urbana, Illinois

February 22, 1960

Clair

Mr. Clair R. Tettemer
Chairman
Station KTCA-TV
Television Sub-committee
NAEB Utilization Committee
St. Paul 8, Minnesota

Dear Clair:

Have discussed with Harry your "thoughts" about going to Cincinnati to talk to Lee Campion and Jim McPherson. We think it might be well for you to go, if you can arrange to do so.

Harry will be down there for two or three of the days of the DAVI convention. He'll get in there the evening of March 1 and will likely leave the afternoon of March 3. That first evening (the 1st) is when he is apt to have the most free time, in case you want to confer with him.

There has been some exchange of information and some discussion about involving NAEB and DAVI in some co-operative efforts, but nothing firm has been established. Therefore, I think it would be well for you to go in there with an open mind and just see what they have to say. It is possible that McPherson may favor just a joint effort, too.

The letter you sent out looks good. Now, if you can work out something for a project to McPherson's satisfaction, we'll be moving right along. Hope you hear soon from some of the Chicago administrators, but I suspect that it will be okay to proceed on the basis of Liz's assurance. I expect the main thing she wanted was merely to have the letter written, as a "protection" device, and you've done that.

Thanks for keeping us so well posted, and good luck with your meeting with McPherson.

Cordially,

Harold E. Hill
Administrative Vice President

HEH/kh

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

KTCA-TV
St. Paul 8, Minnesota

February 19, 1960

Harold Hill
Room 14, Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harold:

Enclosed is an information sheet on a project that has been kicking around in the NAEB Utilization Committee for some time. As you can see, this is a project designed to prepare and distribute information kits to help local groups develop utilization of educational broadcasts.

We are trying to locate people who will work with us in developing some of these kits. I'm sure you will agree with us that there is a lot still to be done in the utilization field. Perhaps the best way to get at this request is to list some specific questions for your consideration.

1. Do you have any material now available that would fit into this type of kit distribution? If so, could you give me a brief description of it and indicate how it might be made available to the NAEB?

2. Will you be able to undertake the production of a utilization kit if the cost could be underwritten? If so, would you outline your ideas?

3. If you do not have any material or are not in a position to produce material, can you give me the names of people who might be able to help? Should I contact them or will you?

4. Whether or not you can participate, would you please give me your reaction and comments about the project?

I know this is asking for a lot of your time, but the results will more than justify our presumptiousness. If you need more information about the proposed kits drop me a line and I will try to secure the answers.

Sincerely,

Clair R. Tettemer
Chairman
Television Sub-committee
NAEB Utilization Committee

CRT/gvc
Encl.

Information Sheet on NAEB Utilization Kit Project February 22, 1960

For the past year the NAEB Utilization Committee has been discussing ways to help their affiliates develop good utilization of their school broadcasts. There is no "sure fire" formula for using educational broadcasts any more than there is for teaching. Utilization technique is something a teacher must develop for herself, but there are some things we can do to help this process.

All of us are acquainted with the frantic search that begins around the first of May for materials to use with "utilization workshops" to be held during the summer. This is understandable when you consider that one of the basic precepts of all utilization courses is familiarization with the medium and the uses made of it.

Even if we have locally produced materials we need to obtain other examples of programs and utilization procedures if we are to keep from becoming hopelessly ingrown. From the committee's discussions it seemed obvious that one thing that was universally needed was a readily available library of utilization information and materials. To meet this need, the Utilization Committee is developing kits of material to be made available on short term loan from NAEB Headquarters. These utilization demonstration kits will take many different forms. There will be material specially prepared for use with teacher groups, school administrators, P.T.A.'s and other community groups. We have not developed a standard format for these kits but expect to use various media and combinations of media to tell the story.

In some instances the kits will consist of collections of program examples, either on tape or film. Others will be specially produced materials showing some specific type of utilization. Still others will attempt to define basic terms or objectives.

Some of the ideas proposed in our committee meetings are:

1. A file of sample kinescope or tape recordings of successful school programs. Along with these films or tapes, study guides, lesson plans, utilization results, and other printed material would be furnished.

2. Special edited "kines" showing various aspects of school television programs. For instance, a 30-minute film showing short examples from different school programs could be put together from existing material. Other "kines" could be edited to tell a story. Transitions could be made by inserting special commentary kinescope recorded footage. Films illustrating the strengths of television or defining (by illustration) what is meant by various terms such as "enrichment", "supplementary" and "direct teaching". The list of such special uses of kinescope programs is almost limitless.

3. Excerpts from taped radio broadcasts could be put together with tape transition commentaries similar to above.

4. Interviews with teachers, supervisors, administrators, pupils, parents, etc. telling of their experience with educational broadcasts could be put on film or tape.

5. Film reports illustrating findings from research. This could be a documentary treatment of a complete research project with emphasis on how to carry out a project.

6. Capsulized dramatization on film or tape following a program idea from planning to utilization.

7. Filmstrips or slide collections with synchronized tape commentary illustrating utilization procedures and results. An alternate suggestion would be to supply a script with the slides or filmstrips for local presentation.

8. Film documentary showing a variety of class activities that developed from one educational broadcast. This would start by showing or playing a part or all of the film or tape of the program stimulating this utilization.

9. Collections of class work resulting from educational broadcasts. This could include art, literature, science, music and similar projects.

10. Complete utilization workshop outlines (short or long) including suggested handouts, sample scripts, time tables, program examples, etc.

11. Tape recordings of the discussion within a class following an educational broadcast.

12. Reprints or recordings on film or tape of selected speechs, articles in quantity for use with committees and discussion groups.

This project is being carried out in several phases. The first step is to find out what utilization materials now exist, and how they can be made available through the NAEB. The second step is to develop kit ideas with local educational groups. These steps would be followed by screening, production, and distribution phases.

The NAEB Utilization Committee is undertaking to carry out the first two steps of this plan. The development and distribution steps will need to be financed from outside of the NAEB. There are several possibilities for this financing and they will be contacted at the proper time. The success of this project depends on the cooperation of schools, educational broadcasting stations and individual NAEB members.

February 18, 1960

RECEIVED
NAEB HEADQUARTERS
FEB 20 1960
A.M. 7|8|9|10|11|12|1|2|3|4|5|6 P.M.

Dr. Benjamin C. Willis
General Superintendent
Chicago Public Schools
28 North LaSalle Street
Chicago 1, Illinois

Dear Dr. Willis:

On January 14 I wrote you concerning the possibility of the NAEB using material from the Chicago Schools regarding utilization of educational broadcasts.

We are most anxious to get this project underway and would like to know if we will be able to use the Chicago school material.

As of now I have not received an anwer to my January 14 letter and I am concerned that something may have happened to either my letter to you or your reply. If you need some additional information about this project before making a specific commitment, I will be happy to try and answer any of your questions.

Sincerely,

Clair R. Tettemer, Sr.
Chairman, Television
Utilization Sub-committee

CRT/gvc

b/c Elizabeth Marshall
Harold Hill

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

St. Paul 8, Minnesota

JOHN C. SCHWARZWALDER
*General Manager*

Telephone
Midway 5-5565

February 19, 1960

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RECEIVED
NAEB HEADQUARTERS
FEB 22 1960
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Harold Hill, Administrative Vice President, NAEB
114 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harold:

Enclosed is a sample of the letter I am going to send out to the various school program people around the country. I am also enclosing an information sheet on the project. I will start these letters on their way next week. If you see any changes that should be made in either the letter or information sheet, let me know.

I still have not had any official notification from Superintendent Willis that we can use the Chicago material. My conversations with Liz Marshall have indicated that it will be all right but we do need some official recognition of the project. I also have not heard from George Jennings, but as you saw, I have written to him also.

Last week I sent out letters to all of the utilization committee members. I included a project outline with this letter and asked for their help in locating various places where kits might be developed. It is too soon to have any answer from this series of letters.

I received the information relative to the USOE contract proposals. Since there are still a few questions in my mind, I have placed a call to McPherson in Washington but have not tracked him down yet. If there is a March 1st deadline, I want to find out from him what he would like to have in addition to the proposal form already in his hand. For instance, there is no budget breakdown or time table included in the original outline. I will try to find out what kind of supporting information he will need and I will see that he gets it. If you have any follow-up on the material you sent me on the 11th, drop it in the mail.

The other day Lee Campion, the educational television consultant for DAVI, wrote me to find out about the utilization project. I had mentioned this project in a letter to Dr. Anna Hyer and she had told Lee of this work. It seems that the DAVI Television Committee is interested in this problem of utilization also. Lee's question was whether or not we shouldn't be working together. I wrote back to Lee and said I would check with you about the possibilities of a joint project. Lee suggested that we get together at their Cincinnati convention to discuss the prospects. This would be find except I am not planning on attending the Cincinnati meeting. It runs in my mind that you have been working on a coordinated program with DAVI so you will very likely be there. If you are, would it be possible to meet with the Television Committee and find out what they have on their mind? Off the record, I have mixed feelings about this proposal. I can see an advantage to working with DAVI but I also feel that we do not need them for successful completion of the project. Of course, it wouldn't hurt to talk with them and if it is important enough and you are not going to be at the convention then I could use some of our money to go talk with them.

Unless time is important, this could very likely be taken care of when I make my swing throughout the east. I had tentatively planned on being in Washington anyway and would try and set up a meeting with the DAVI people at that time.

Right now I'm waiting for a reply from Lee as to what the Television Committee has in mind and what they will be doing at the Cincinnati convention. When I hear from them I will get in touch with you.

Cordially,

Clair R. Tettemer
Director of School Programs
and Research

CRT/gvc
Encl.

P.S. Just heard from McPherson. He suggests we get to-gether at DAVI Convention to talk our project. Do you think I should go for a day to talk to him? I'm from both ways. I'll get a projected budget and additional proposal material to him next week. Give me your advice on the Cincinnati thing right away. CT

COPY

February 18, 1960

RECEIVED
NAEB HEADQUARTERS
FEB 23 1960
AM 7|8|9|10|11|12| 1|2|3|4|5|6 PM

Mr. George Jennings, Director
Division of Radio & Television
228 North LaSalle Street
Chicago 1, Illinois

Dear Mr. Jennings:

First of all let me say I'm sorry our schedules did not work out for February 5th. I had looked forward to sitting down with you and discussing this Utilization Information Kit Project. By now I'm sure Liz Marshall has told you of our discussion. I had intended to write you sooner but have held off, pending a reply to my official request to Dr. Willis. This letter went to him on January 14th and I am beginning to wonder if something may have happened to his reply since I have not heard from him as yet. In any case, I sent him another letter today.

It would be impossible for me to cover in a letter all of the details and Kit possibilities that we discussed. Basically, what we would like to have is a Kit of slides with an accompanying tape recording demonstrating utilization of school broadcasts in the Chicago schools. We would like to have these organized in such a way that they would be aimed at a specific audience.

The committee hopes to extend this project over several years if necessary. Our first objective is to find the existing material and see if this can be made available. After this is done, we hope to secure the funds to produce specific Utilization Kits to fill in those areas where material is lacking.

As for the form these kits will take, we envisage the use of films, tape recordings, film stripes, slides, models, planned demonstrations and printed material. The committee is not trying to set up a specific format for the Kits, but would like to keep their planning flexible enough to make use of every type of presentation.

If you have any questions about this project, you know they are always welcome. We are most anxious to get the project underway and if you can do anything to help this request in the front office, we would appreciate your efforts.

Sincerely,

Clair R. Tettemer
Chairman NAEB Television
Utilization Subcommittee

CRT/rjd

bc: Elizabeth Marshall
Harold Hill

P. S. To Liz: Gail Atkins is Chairman of the Utilization Committee. George Johnson is Chairman of Radio Subcommittee of the Utilization Committee. I am Chairman of the Television Subcommittee of the Utilization Committee. In addition to being Chairman, of this Subcommittee, I am organizing the Utilization Information Kit Project. This is being thought of as a joint Radio and TV Project. Maybe the above will help straighten out some of the confusion.

Regards,

Clair

COPY

March 1, 1960

This list was prepared to accompany the March 10, 1960 Progress Report on the Utilization Kit Project. It may be incomplete. Please send any corrections, additions or deletions to me and I'll bring it up to date.

Clair Tettemer

## UTILIZATION COMMITTEE

Gale Adkins (Chairman of Utilization Committee)
Radio-Television Research
Flint Hall
University of Kansas
Lawrence, Kansas

## RADIO SUBCOMMITTEE

George C. Johnson (Chairman of Radio Subcommittee)
Director, Radio-Television Education
Indiana University
Bloomington, Indiana

Gertrude Broderick (Mrs.)
Radio-Television Education Specialist
Office of Education
Dept. of Health, Education & Welfare
Washington 25, D. C.

James Fellows
Executive Secretary
Empire State FM School of the Air
Radio-Television Center
Syracuse University
Syracuse 10, New York

Marguerite Flemming (Miss)
Manager, Station KSLH
Board of Education
1517 South Theresa Avenue
St. Louis 4, Missouri

John Henderson
Educational Director
Station WBAA
Purdue University
Lafayette, Indiana

John Sittig
Director, A-V Education
Board of Education
270 E. State Street
Columbus, Ohio

## TELEVISION SUBCOMMITTEE

Clair R. Tettemer (Chairman of Television Subcommittee)
Director of School Programs and Research
Station KTCA-TV
St. Paul 8, Minnesota

Elaine Afton (Mrs.)
Director of School Programs
Station KETC
6996 Millbrook Blvd.
St. Louis 30, Missouri

Bernarr Cooper
Dept. of Speech
Florida State University
Tallahassee, Florida

Lewis Rhodes
Acting Director
Central Michigan Educational Television Council
Washington School Building
1400 North Vernon Street
Flint 6, Michigan

Wanda Mitchell (Miss)
Director
Television Department
Evanston Township High School
Evanston, Illinois

Elizabeth Marshall (Mrs.)
Division of Radio & Television
Board of Education
228 North LaSalle Street
Chicago, Illinois

March 7, 1960

RECEIVED
NAEB HEADQUARTERS
MAR 8 1960
A.M. 7|8|9|10|11|12|1|2|3|4|5|6 P.M.

Mr. Bob Reed
WHA-TV
600 North Park
University of Wisconsin
Madison, Wisconsin

Dear Bob:

This note is to remind you to send me a preview print of numbers 36, 37 and 38 in the Audio-Visual Course series. Now that I have taken care of the request let me say it was a real pleasure to talk with you again. Perhaps we will have the opportunity to work together some day.

Lee has told me how well you all treated him during his visit to the University. I'm sorry I did not have the chance to sit down and look at the entire series. Since I was trying to accomplish a great many things in a few days this was one of the pleasures I had to give up. I would like to have a complete outline of the series if one is available, I'm sure that a final report will be issued and if you are making a list of "report moochers" tack my name onto the bottom.

As I understand the lineup, 36, 37 and 38 deal with radio and television. As you know, we are surveying the field of available material to go along with our utilization informational kits. If there are any other programs in this series that you think have some bearing on our work, I would appreciate your setting them up for our previewing. I will be able to use the films whenever they are available and will undertake to return them immediately.

Cordially,

Clair R. Tettemer
Director of School Programs

CRT/gvc
c.c. Harold Hill

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
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NAEB HEADQUARTERS
MAR 9 1960
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

March 7, 1960

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LORING M. STAPLES
HAROLD E. WOOD

Mr. Harold Hill, Administrative Vice President
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harold:

This was sent ahead!

Enclosed is a memo of my expenses on my recent trip to meet with the DAVI Television Committee. Let me say first off that this may prove the most worthwhile trip I will take. I went down on Sunday evening and met with the Television Committee under the chairmanship of Ray Wiman at 9:00 on Monday morning. I found that the committee was considering an invitational seminar to be financed either from DAVI funds or jointly with some money to be available under title VII. Their deadline for this seminar is late summer or early fall 1960. The purpose of the seminar will be to develop and write a booklet on the use of television in classrooms.

The DAVI Television Committee's reaction to our utilization kit project was very good. They could see how the kits were needed and they had no plans to develop a similar type of material. To plan a seminar there will be a steering committee meeting held May 2 and 3 immediately preceding the IERT in Columbus. At this time, plans for the invitational seminar will be firmed up. I should mention that this invitational seminar will be largely aimed towards using experienced classroom teachers and the NEA Department of Classroom Teachers is working with DAVI in the planning of this seminar. Miss Anita Ruffing, Vice President of the Classroom Teachers Department, met with us in Cincinnati and will be meeting with us in Columbus.

Through the Television Committee I heard of the plans being made by the AACET to develop a curriculum for teachers colleges dealing with classroom utilization of television programs. I met with the two associate secretaries of this organization and we discussed our joint projects. They feel that our materials are drastically needed by the education colleges and requested that they be kept thoroughly informed of our development plans. At present their curriculum study is in a tentative outline form and as soon as it is edited they will send me a copy. On Wednesday afternoon we had a second meeting of the DAVI Television Committee and at that time we explored further the arrangement and plans for the invitational seminar. At the committee's suggestion, I have written to Ann Hyer to see if I might be added as official member of the DAVI Television Committee.

I talked with Dr. McPherson for nearly an hour and a half. We went over the proposal as submitted to his office. He had several suggestions to improve the proposal. Let me go over them one by one. First, he felt that we should spell out in a little more detail the exact kind of audience we would be aiming toward. He seemed to have some difficulty in getting the picture of how these kits would be used. I guess that I felt that this was so obvious to everyone it would not need to be spelled out. He suggested that we submit a one or two page supplement, and I will get busy on this right away, and send it to you for forwarding with your comments to the U. S. Office. He felt that our time schedule and our phase plan were entirely feasible and would fit into their plan nicely. He suggested that we might want to correlate some of our work with several other people that are currently either doing projects for him or are being considered for projects. He couldn't tell me who these were off hand but I will write him to find out what he had reference to. He suggested that in the budget we had not included enough time for the project director. His estimate was a third to a fourth time to get the thing under way. I think that we would agree, it would probably take more than a fifth time but for the first phase this looked entirely logical and I would suggest not changing it. The second thing on the budget, he had the feeling that we should include a few other items. These are mostly housekeeping items such as administrative services and the 15% overhead which all contracts are authorized to include. I knew that the 15% went in with the part A proposals but I had no information about this for part B. However, we agreed that any final budget would be worked out jointly after the thing had been accepted or rejected by the committee. Above all, I felt that McPherson was quite interested and quite favorable towards our project. I do have the feeling he does not understand exactly what we have in mind or how it will be used. I tried my best to clear this up but seemed to run into some kind of a confusion pattern. In the supplement I will send you, check it very carefully to see that it does spell out in detail what we will do with these kits.

I also talked for quite some time with Elizabeth Golterman. She is one of the members of the Advisory Committee and is very enthusiastic about our utilization kits. As you must know, she is Marguerite Flemming's boss and Marguerite has been talking with her about plans for the pilot kit that they are developing. Elizabeth says that this is the most significant thing she has heard of in the field of developing utilization and she is thoroughly in favor of the project. Her suggestion was that we not use the entire utilization committee as consultants but pick some members of the profession outside of the utilization committee. She had suggested a couple of people such as Dean Melby from Michigan State University (who made a sterling key-note address and might be someone we might like to have at a future convention) as an outside educator to work as consultant. I stressed that we would certainly use consultants wherever we would find them.

The DAVI organization is certainly growing. I was unusually impressed with their professional approach to the educational problems of the day. I can remember back when they were primarily interested in cleaning, splicing and projecting film. This was a thoroughly professional conference and I myself came away from it feeling as though I had been involved in a real live-wire organization. It appears that both DAVI and NAEB have come to life within the last few years. In my opinion we should continue to work closely with this organization.

Sent HHB

Just a couple of housekeeping chores. With all of the letters I have been sending out, we are short on NAEB stationery. Would you send a supply to the station? We need both stationery and envelopes but the stationery is in shorter supply at the moment.

I had to leave the conference in Cincinnati before hearing Harry's address on Thursday. I would like to have a copy of his speech and rather than write him a special request, would you holler over the partition and ask him to stick one in the mail for me? I have it on very good authority it's a well done speech.

Harry sent a copy of this to me!

Answers are beginning to come in to the letters I have sent out and as soon as I have a chance to go over them, I will make some kind of a digest and get it off to you. Incidentally, I'm also getting suggestions for the utilization meeting and the committee meeting to be held in May in Columbus. I had hoped to see Gale at Cincinnati but he had either not arrived by the time I left or was not coming. Perhaps Harry had a chance to talk with him. I'm still somewhat in the dark as to whether we will have a committee on May 3, whether the NAEB will pay some of the expenses for the committee, and if we're going to use our utilization kits at the meeting. Perhaps I will get a note from Gale that will clear this up. If you or Harry get any concrete information, I would appreciate your passing it on.

meeting

As for the expenses on my trips, I'm not sure how complete you need the memo but as I recall the form I signed asked for a rather detailed statement. If you don't need all the information I am supplying I will be most happy to cut it down. If you need additional information I will reluctantly supply it, but in the meantime push them along since I am travelling on KTCA's funds and the business office is glaring down the hall suggesting I clear up these items.

Got it thanks!

Cordially,

Clair

Clair R. Tettemer
Director of School Programs

CRT/gvc
Encl.

P.S. Please excuse the editing but I had such a time getting this done I can't take a chance on ever getting it retyped.

Clair

14 Gregory Hall
Urbana, Illinois

March 9, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

Thanks for your very complete report on your Cincinnati trip. It looks as though there may be a good chance for us to get the utilization kit contract from USOE. As soon as you send through the explanatory materials Jim McPherson wanted, we'll look them over and send them along to him.

I am having some NAEB stationary and envelopes sent to you. They are printed without address, which makes it better for uses such as yours.

I haven't had a chance yet to really talk to Harry about whether or not he got to see Gale Adkins while he was there. Harry got back from Cincinnati on Friday afternoon (he was driving and wisely didn't start home in the snow storm Thursday evening), and then left again on Monday afternoon for Washington. I hope Gale did get there and that Harry got to talk to him, because I have been very unsuccessful in getting Gale to answer my letters about Lew Rhodes' file service, the IERT utilization session, etc.

Don't believe he was there. Couldn't find him.

So far as expenses for a Utilization committee meeting in Columbus are concerned, we have notified committee chairmen that we will pay the extra night's hotel bill for committee members attending committee meetings held either the day prior to or the day following the IERT. Of course, this is applicable only if there is real need for a committee meeting, and in the case of the Utilization committee I believe there certainly is such a need. Gale knows about this, and I hope he'll move on it soon.

We share your interest in co-operating with DAVI as much as feasible. Harry has been meeting with a special top-level committee composed of representatives of NAEB, DAVI, METRC and a couple of other organizations. This group is attempting, I believe, to outline areas of responsibility and working on closer co-operation among the various groups.

Thanks again - I'll pass your very informative letter on to Harry, and we'll look forward to your supplemental material to be sent to McPherson. Incidentally, Harry pointed out the need for adding the 15% overhead (or indirect costs), so I'm glad you and Jim agreed that this could be negotiated, along with other financial details, when they have decided whether or not they want to underwrite this project.

Cordially,

Harold E. Hill
Administrative Vice President

HEH:kh

A PROPOSAL TO THE UNITED STATES OFFICE OF EDUCATION FOR A CONTRACT UNDER THE PROVISIONS OF TITLE VII (B) OF THE NATIONAL DEFENSE EDUCATION ACT, PUBLIC LAW 531, 83rd CONGRESS

| | |
|---|---|
| Submitted by: | The National Association of Educational Broadcasters |
| Address: | Room 14, Gregory Hall, University of Illinois, Urbana, Illinois |
| Telephone Number: | EMpire 7-6611, Ext. 3395 |
| Initiated by: | Harold Hill |
| Transmitted by: | Dr. Harry Skornia |
| Date: | March 1, 1960 |

Harold Hill
Administrative Vice President
National Association of
Educational Broadcasters

Dr. Harry Skornia
President
National Association of
Educational Broadcasters

I. Project Title: Developing demonstration materials of classroom utilization of educational broadcasts.

II. Problem: One of the most serious problems facing educators when they begin using educational broadcasts in their classrooms is developing utilization "know how". Considerable agreement has been reached as to the value of the teaching team approach when television or radio is used. Much has been learned about the developmental and broadcast end of this team, but the classroom teacher, the second and possibly the most important member of this team, has been left to shift for herself. Local school systems and a few other educational groups such as the National Association of Educational Broadcasters have made some attempts to help the teacher develop utilization skills. Probably the most serious deficiency in these utilization courses or workshops has been the lack of adequate demonstration material.

For the past two years the Utilization Committee of the NAEB has been planning the development of kits of materials to help schools improve or initiate the use of educational broadcasts. The general plan is to collect materials in kit form which would then be made available on short term loan from NAEB Headquarters. Where materials do not now exist and a need is clearly indicated specific kits will be produced.

Many good ideas have been put forward as to the type of material that should be included in these kits. Preliminary investigation indicates there is considerable "raw material" available, but it is not in a form which can be distributed and readily used in the field. Some examples of the kits are noted below. This list is not intended to be complete but is shown to demonstrate the type of kits to be produced.

- A file of sample kinescope or tape recordings of successful school programs. Along with these films or tapes, study guides, lesson plans, utilization results, and other printed material would be furnished.

- Special edited "kines" showing various aspects of school television programs. For instance a 30-minute film showing short examples of different school programs could be put together from existing material. Other "kines" could be edited to tell a story. Transitions could be made by inserting special commentary kinescope recorded footage. Other films could illustrate the strengths of television or define (by illustration) what is meant by various terms such as "enrichment", "supplementary", and "direct teaching". The list of such special uses of kinescope recorded programs is almost endless.

- Excerpts from taped radio broadcasts could be put together with tape transition commentaries similar to above.

- Interviews with teachers, supervisors, administrators, pupils, parents, etc. telling of their experience with educational broadcasts could be put on film or tape.

- Film reports illustrating findings from research. This could be a documentary treatment of a complete research project with emphasis on how to carry out a project or a summation of several related research projects.

- Capsulized dramatization on film or tape following a program idea from planning to utilization.

- Filmstrips or slide collections with synchronized tape commentary illustrating utilization procedures and results. An alternate suggestion would be to supply a script with the slides or filmstrips for local presentation.

- Film documentary showing a variety of class activities which developed from one educational broadcast. This would start by showing or playing a part or all of the film or tape of the program stimulating this utilization.

- Collections of class work resulting from educational broadcasts. This could include art, literature, science, music and similar projects.

- Complete utilization workshop outlines (short or long) including suggested handouts, sample scripts, time tables, program examples, etc.

- Tape recordings of the discussion within a class following an educational broadcast.

- Reprints or recordings on film or tape of selected speeches, articles in quantity for use with committees and discussion groups.

III. Objectives and Procedures: The principal objective of this project is to develop and make available information and material relative to the improvement or development of classroom utilization of educational broadcasts. The project is proposed to be carried out in four phases. Each of these are considered below.

## PHASE 1 - Exploratory

This phase would serve three purposes. The first of these would be to locate and evaluate educational broadcast utilization materials now in existence. The second purpose would be to locate places and people who are working with teachers in the development of utilization and are able to develop new utilization materials, and third to develop specific plans for the production of materials not now available.

Materials and places where materials could be developed would be located through correspondence and personal visits. Following the initial contact and expression of interest, outlines of proposed information kits would be developed. These outlines with examples of existing materials would be evaluated by the NAEB Utilization Committee. This evaluation would take place at a meeting of the Committee held in conjunction with the NAEB 1960 Convention in San Francisco. A budget for this phase is attached.

PHASE 2 - Development

Following the evaluation meeting specific production plans would be worked out with organizations or individuals. A budget for this phase will be developed and submitted after the plans are known. This budget will be broken down into sections covering the production of each individual kit.

PHASE 3 - Production

Each producing agency would be responsible for meeting certain deadlines and standards of production. The budget for this phase would be a part of that developed in Phase 2. The completed kits would be reviewed by the Utilization Committee before being released for distribution.

PHASE 4 - Distribution

Materials would be distributed from NAEB Headquarters for short term loan. Specific plans for distribution would be drawn up after the nature of the material is known. The only budget item related to this phase would be the duplication of the material in sufficient copies to serve the requests.

IV. Approximate Time Schedule:

| | |
|---|---|
| July 1, 1960 | Project starting date. |
| November 1, 1960 | Completion date for Phase 1. |
| January 1, 1961 | Completion date for Phase 2. |
| April 1, 1961 | Completion date for kit production. |
| May 15, 1961 | Completion of Phases 3 and 4. |
| June 30, 1961 | Final report completed. |

V. Personnel:

PROJECT DIRECTOR. . . . . Clair R. Tettemer

Mr. Tettemer is the Director of Research and School Programs for KTCA-TV, the educational television station in Minneapolis-St. Paul. He holds a M. A. and B. S. from The Ohio State University and has completed his Ph. D. residence requirements. He has had extensive radio-television, audio-visual, and administrative requirements. This includes seventeen years with the U. S. Army in an active and active reservist status with the Army Overseas Radio Stations and the Office of the Chief of Information. He also held the rank of Assistant Professor with the Department of Speech and Film Director with the Department of Television Developments at Michigan State University; Educational Television Producer and Research Associate with the Bureau of Educational Research at The Ohio State University and the Ohio School of the Air; Director of School Programs with KETC and Executive Secretary of the School Administrator's Television Committee in St. Louis, Missouri; and his present position with KTCA-TV.

At present Mr. Tettemer is the Chairman of the Television Sub-Committee of the NAEB Utilization Committee. He has worked with teachers in developing classroom utilization of educational broadcasts for many years. During this time he has taught utilization courses and workshops at The Ohio State University, the University of Kansas City and Washington University. He has served as a consultant for the NAEB and participated in several of their seminars.

CONSULTANTS . . . . . NAEB Utilization Committee

The members of this Committee have been working on the development of this project for more than a year. They have been selected for this Committee because of their interest and work with the development of educational broadcast utilization. They will be used individually as consultants and supervisors of kit production. The Committee as a whole will evaluate the plans for material production as well as the completed kits. The members of this Committee are:

GALE ADKINS (Utilization Committee Chairman), Radio-TV Research, University of Kansas, Lawrence, Kansas.

GERTRUDE BRODERICK, Office of Education, Washington 25, D. C.

BERNARR COOPER, Department of Speech, Florida State University, Tallahassee, Florida.

JAMES FELLOWS, Empire State FM School of the Air, Syracuse University, Syracuse, New York.

MARGUERITE FLEMING, Station KSLH, Board of Education, St. Louis Missouri.

JOHN HENDERSON, Station WBAA, Purdue University, Lafayette, Indiana.

GEORGE C. JOHNSON, (Chairman, Radio Sub-Committee) Station WFIU, Indiana University, Bloomington, Indiana.

ELIZABETH MARSHALL, Station WBEZ, Chicago Board of Education, Chicago, Illinois.

WANDA MITCHELL, Television Department, Evanston Township High School, Evanston, Illinois.

LEWIS RHODES, Central Michigan ETV Council, Flint 6, Michigan.

CLAIR R. TETTEMER, (Chairman, Television Sub-Committee) Station KTCA-TV, St. Paul 8, Minnesota.

VI. Duration:

Total amount of time required: 1 year.

Beginning: July 1, 1960 Ending: June 30, 1961.

VII. Budget: (Covers only Phase 1. The budget for the completion of the project will be established after Phase 1 is completed.)

PERSONNEL:

| | |
|---|---|
| Project Director ($10,080.00 per annum, 1/5 time for a total of 5 months) | $ 840.00 |
| Clerk Typist ($3,600.00 per annum, 1/2 time for a total of 5 months) | 750.00 |
| Consultant Fees (25 days of consultation at $50.00 per day) | 1,250.00 |

OTHER:

| | |
|---|---|
| Postage, communication, printing, etc. | 200.00 |
| Essential travel | 3,500.00 |
| TOTAL COST OF PHASE 1 | $6,540.00 |

VIII. Other Support: There is currently no other support available for this project, nor has this project been submitted to any other agency or organization. The National Association of Educational Broadcasters and its Affiliates participating in this project will provide the necessary administrative and supervisory support in addition to those items listed above. This is not an extension of nor addition to any previous project supported by the U. S. Office of Education.

IX. How the Kits Would be Used: The purpose of this project is broadly defined as making available to local groups materials to help them develop or improve classroom utilization of educational broadcasts. The kits are primarily intended to be used with groups but this would not preclude individual use.

The list of sample kit ideas in Section II of this proposal is not intended to limit the project but merely to suggest the various types of materials to be included in the kits. It is expected that during the exploration phase many new ideas and needs will be identified and clarified. These will not all be of equal value and one of the most important steps in the exploration phase will be the assigning of priorities to the various productions.

Each kit will be developed with a specific audience or use in mind. Some form of total organization will be developed after the field is surveyed. Developing this total approach will be one of the primary functions of the NAEB Utilization Committee. The budget for Phase I includes the expenses for a meeting of this committee to screen ideas, to develop an overall plan, and to make specific production plans. A tentative organization plan for the kits is suggested below:

Three classes of kits would be developed. The first of these would be designed for use in locations where educational broadcasts have never been used. In addition to specific utilization examples these kits would include basic information and materials about the educational broadcasting field. Different presentations would be developed for use with school boards, school administrators, curriculum directors, classroom teachers, and parent-community groups. Considerable emphasis would be placed on research findings, organization and general classroom utilization examples from many different locations.

The second set of kits would be planned for use where there is a history of educational broadcasting. These would deal with ideas and suggestions to help the local schools improve the utilization of the broadcasts. The materials used in these kits would be more advanced and sophisticated. These materials would also be produced with a specific audience in mind. The third set of kits would be organized to provide material for utilization workshops and courses.

While this plan calls for three separate sets of kits it is anticipated that in some cases a kit could serve several different audiences. Material from one kit could be reorganized to serve a different purpose or audience. Every effort will be made to keep the individual kits specific with only one objective and one audience in mind.

MEMO: Progress Report on Utilization Kit Project

TO: NAEB Utilization Committee Members

FROM: Clair R. Tettemer

DATE: March 10, 1960

Now that most of you have given me your comments about the Utilization Kit Project, I want to try to summarize your thoughts and suggestions. If in this process I misinterpret or in some other way do violence to your ideas, I apologize and will try to correct the impression in the next report.

Several other organizations are also interested in this problem of developing better utilization of educational broadcasts. Let me comment on their activities first:

1. AACTE (American Association of Colleges of Teacher Education)

Early in February the Subcommittee on Television of the AACTE held a session in Chicago. Their purpose was to develop an outline to be employed in the training of teachers in the effective use of instructional television. Lew Rhodes and Wanda Mitchell attended this Chicago meeting and subsequently I talked with Philip Lewis from the Chicago Schools and Paul Allen, the Associate Secretaries for Research and Studies of the AACTE about their project. They see their outline being used as a basis for organizing workshops and courses to achieve effective use of instructional television. From our list of suggested kit projects this seems to be somewhat in line with our suggestion number 10. They are aiming their workshops and courses towards two groups of teachers: a) Teachers who are likely to be planning and presenting lessons on television, b) Classroom teachers who will be utilizing these lessons in their classroom.

Lew reports that at the Chicago meeting the group formally suggested that filmed materials be created to supplement their course. These would include: a) actual television lessons as presented and b) filmed examples of good classroom viewing techniques in various situations. These also seemed to be consistent with our plans. From my conversations with the representatives from the AACTE I gathered that they have no intention of producing these materials but would very much like to keep in contact with us to see how the NAEB materials could be coordinated with their outline. At the present time this outline is in the process of being completed and we will get a copy of this as soon as it becomes available.

Since two of our committee members, Lew Rhodes and Wanda Mitchell, are working with this Television Subcommittee, coordination should not be too difficult.

2. DAVI Television Committee

The Television Committee of the Department of Audio Visual Instruction is planning to write and publish a booklet dealing with utilization of educational broadcasts. They are proposing to hold an invitational seminar sometime in the late summer or early fall. The purpose of this seminar would be to provide the orientation, outline and material for this booklet. A Steering Committee within the DAVI has been set up to plan and organize the seminar. This is under the direction of their Television Committee chairman, Raymond Wyman, Professor of Education at the University of Massachusetts. They are tentatively planning a meeting of this Steering Committee during the IERT session in Columbus in May. I met with this committee during the DAVI convention in Cincinnati and explained our project and objectives. They were very interested and felt that there was a definite need for these utilization kits. They asked that we work together to see that their booklet and our kits are coordinated.

The plans for the invitational seminar will include a great many classroom teachers. For this purpose the Department of Classroom Teachers of the NEA has a representative on the Steering Committee. Miss Anita Ruffing, Vice President of the Department of Classroom Teachers, is working with the DAVI committee.

3. Title VII Request

On February 29 a formal proposal for a Part B contract under Title VII was sent to the U.S. Office of Education. The proposal roughly followed the outline I sent you in my February letter. The time schedule was changed to conform with the schedule as set forth by the Title VII office in Washington. There were four phases outlined in this proposal: Exploratory, Developmental, Production, and Distribution.

The budget called for $6,540.00 to cover Phase I only. After conferencing with Dr. McPherson, Chief of Dissemination and Services of the U.S. Office of Education, we decided to only budget for Phase I and then if the project is accepted and a contract awarded, the budget for the other phases can be developed when we have the results of Phase I.

In the meantime, however, we are going ahead to do some work of a pilot nature on our own. If there is a Title VII contract our pilot phase will be absorbed into the Title VII Phase I, Exploratory work. If a Title VII contract does not develop then our pilot projects can be used to demonstrate what could be done to other potential financial sources. Let me hasten to say, we have no concrete leads on money at this time.

4. Pilot Projects

As mentioned above we have attempted to put together some pilot kits. These might be used on the NAEB Utilization Program at the IERT. Whether or not these kits are used on this program they will give us something specific to discuss when we meet in May. With a little luck and a lot of hard work these kits will be available for distribution and use this summer. We will be able to plan our future activities better from the feedback comments on these kits.

Marguerite Flemming and the staff of KSLH in St. Louis are working on a kit showing the wide range of utilization activities growing out of the NAEB tape network distributed radio series "Let's Find Out". This kit will be either a collection of slides or a filmstrip with an accompanying tape recorded narration.

Another kit is being planned with Elizabeth Marshall and the Chicago Public Schools. All of us are familiar with the excellent job Liz has done in presenting utilization programs by means of slides. Her kit will consist of slides and a tape recorded narration. The third pilot is being developed here in the Minneapolis Public Schools' Radio-Television division. This kit will attempt to document the various kinds of utilization activities coming out of a single television lesson. Teachers known for their previous good utilization practice are being asked to keep a diary of their class activities relating to a single lesson. From these diaries four or five patterns of utilization will be selected. Pictures of these activities will be taken and tape recorded comments from the classroom teachers will be collected. The pictures, together with sections from the kinescope recording of the program, the teachers' tape recorded comments, and the narration will be woven together and recorded on film by the kinescope recording process.

All three of these pilots suffer from a lack of coordination. They are being developed as pilots of techniques and not necessarily a part of an integrated utilization package. This is a definite weakness in our approach.

5. Comments from Committee Members

All of the answers to my letter of inquiry were enthusiastic about the project. A good many of you had specific suggestions to make about the kits or the development plans. Many comments seemed to relate to the problem of spelling out the direction or orientation for the kits. Elaine Afton suggested that the kits be designed for specific group utilization. She felt that there would need to be kits oriented towards a school board audience. Other kits could be oriented toward superintendents, principals and curriculum directors. A third set of kits could be aimed primarily for the teacher who will be presenting televised lessons and a fourth set of kits designed for teachers using television in the classroom.

Benarr Cooper pushed this idea a little further by saying he felt we had to determine what the immediate aim of each one of these kits should be. His concern was also for the audience with which these kits should be used. He asked, "If we release this or that particular kit, what can we reasonably expect will be the result of its release, how will it be used, what will happen when it is used?" His suggestions organized the kits into two areas for two different groups of teachers: 1) Teachers in schools where educational broadcasts have not been tried and are not being used, and 2) Kits for schools where such broadcasts are being used. This latter group would be broken down into two broad categories: A) Schools where there is carefully planned use of broadcasts for direct instruction and enrichment purposes, and B) Schools where the majority of teachers are now using such broadcasts as a break in the deadly routine of "mass"and "messy" teaching and preparation.

Bernie felt we should make a choice between the two groups in order to tackle the problem with our limited facilities. He suggested that we concentrate on producing materials for teachers in group 1 or in areas where educational broadcasts have not been tried. He also felt that we might concentrate our first efforts towards developing or encouraging utilization workshops. He would tie these into some kind of local credit arrangement for the teachers participating. Following the workshops, the kits would then be thought of as follow-up. The comments above about the AACTE and DAVI bear a little on this orientation but should not necessarily keep us from thinking of some work in the utilization workshop field.

Wanda Mitchell commented that the areas of need for these kits would be quite varied, and felt that kits would have to be prepared on a broad basis to be of practical value. She suggested that the needs might be ascertained by some kind of a survey to be made at the Classroom Teachers Division meeting at NEA this summer. Our contacts with the Department of Classroom Teachers on the DAVI invitational seminar committee could be cultivated to get this kind of survey made. I would imagine also that one of the major activities of the invitational seminar, when it takes place, will be in the ascertaining of specific needs.

In Lew Rhodes' answer he provided the information regarding the activities of the AACTE and reported there was some interest on the part of Dr. Stoddard in financing a planning meeting for the utilization project. Perhaps there will be something further on this in the near future since Lew would meet with Dr. Stoddard the first week in March. Lew also felt that the kits should be more closely aimed towards specific groups. He commented that kits should be designed for teacher training institutions, local or regional workshops, and individual school use. I assume that while there might be some overlapping with some kits some of them would be specifically produced for the above purposes. He also interjected a new thought into the project and that is the possibility of making these kits available for purchase. In our discussions with Dr. McPherson of the Title VII staff, he suggested that a small rental charge be made for the use of these kits, the money accruing from these charges to go into future production projects. I think we will want to talk this over rather carefully; it does have the intriguing possibility of keeping the project going but it might throw the wrong light on the entire purpose.

Lew stressed the importance of keeping the production of these kits in the hands of one person or a group of utilization committee members. This suggestion also was made by several others. The need seems to be to have some mechanism to make sure that when the project is completed it will all fit together into some kind of a total approach.

Jim Fellows' comments reemphasized what many others had said. He felt that our categories were too broad and cumbersome and we should narrow onto more specific activities.

Marguerite Flemming responded by sending an outline of plans for a "Let's Find Out" kit. She suggested the need for a special national committee meeting with plenty of material to look at and evaluate. In line with our suggested meeting at the IFRT in Columbus, she felt that we should solicit as much material from stations as possible with an eye towards screening this material and laying out an overall plan.

A good many of you indicated your preference for some of the kit ideas expressed in the project outline dated January 26th. The concensus was that ideas 1, 2, 3, 7, 8, 9 and 10 were the most feasible. Numbers 1 and 8 seemed to be the most urgent. This is encouraging since we can start on the file of sample kinescopes or tape recordings immediately. All of you are familiar with some school broadcast and could make nominations of series that should be represented in this sample file. If you would send me their titles along with the name of the person to be contacted, I will undertake to get a preview copy for our May meeting in Columbus.

From all of the above comments I think you can see we have our hands full. The project definitely needs to be put into proper focus. We should be impressed with the amount of interest this project has created. Some of the comments indicated that there needed to be more communication between committee members. This memo is an attempt at this communication. To facilitate unilateral exploration of the subject, I will include a list of the committee membership as I know it.

We need to spend some time on this project in Columbus. In my previous letter I asked how many would be able to meet on May 3rd and, while I didn't hear from everyone, those that I did hear from indicated they would be available. To the rest of you, check over your calendar and see if you can't clear May 3rd. We really need a long uninterrupted session to deal with the loose ends of this project.

BOARD OF EDUCATION
City of Chicago
228 NORTH LA SALLE STREET
Chicago 1, Illinois
Telephone: DEarborn 2-7800

DIVISION OF RADIO AND TELEVISION
Radio Council—WBEZ
GEORGE JENNINGS, Director

March 14, 1960

Mr. Clair R. Tettemer
Director of School Programs
K T C A - T V, Channel 2
St. Paul 8, Minnesota

Dear Clair:

Large bodies move slowly as you well know, but by this time you should have a copy of Dr. Willis's letter in which he agreed to go along with NAEB in preparation of slides covering the area of radio and television utilization in the Chicago Public Schools.

Dr. Willis has agreed that we will assume the expense up to $100.00 or $150.00 and as soon as you let me know exactly what you want, we will prepare the slides and a tape.

Kindest personal regards,

George Jennings
Director of Radio and Television

GEJ:n

March 14, 1960

Elizabeth E, Marshall
Division of Radio & Television
Board of Education
228 North LaSalle Street
Chicago 1, Illinois

Dear Liz,

Your very disturbing letter of March 10 sits before me. I had begun to think that I had a corner on weird situations. I can sympathize (for whatever little good that will do) with your situation. I "enjoyed" a similar frustration in Saint Louis. It is maddening to sit day after day eager to do things that must be done and have your hands tied.

I have studied the cold calculated answer to my original request. I cannot see how I can contact anyone about this request. We can only hope for the best. There is an outside chance that the material, when and if it is produced, will fit in with our committee plans, but this is not too likely.

We may have to struggle along without Chicago's help. I know we have your help, but I'm afraid we are only making your position untenable.

Sometime the first of April I will be going through Chicago and I will try once more to meet with Mr. Jennings. I will keep you informed on of my plans.

Incidently, during the Cincinnati convention of the DAVI, Dr. Philip Lewis and I had the opportunity to talk about these Utilization materials. He is a member of the DAVI Television Committee and a member of the Television Sub-committee of the American Association of Colleges of Teacher's Education. Both groups are interested in the Utilization problem and from the enclosed memo you can see what they have in mind. I asked Dr. Lewis if he had seen my request letter. He indicated he had not. I asked him if it would be possible for him to jar something loose and his answer was "I could have if you had sent

the original request to me". I gather from his comment, and yours, he is also being by-passed.

If you hear of any loop holes in the fog, let me know.

Cordially,

Clair R. Tettemer
Director of School Programs

CRT/ngh
Encl.

P.S. Speaking of loop holes. Note the enclosed copy of letter received between typing and mailing of this letter. I'll answer it and send you a copy.

b/c Harold Hill

14 Gregory Hall
Urbana, Illinois

March 17, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

I have read over your proposed substitute page 7 carefully and it seems to me that it will answer the questions raised by McPherson as to just what we proposed to do. Therefore, I would favor sending copies to him as you suggest.

For the new heading you propose for page 1, I would like to suggest the following substitution: "A Proposal to the United States Office of Education for a Contract Under the Provisions of Title VII (B) of the National Defense Education Act." We have used this on past proposals and, it seems to me, with USOE's approval, and it is a little less stiff and complicated than the one you suggest. However, I don't believe it makes a great deal of difference and I will be happy to go along with the wording you have suggested if you prefer it.

Your report to the committee looks great -- it just shows how much time and effort you have put into this and I hope they appreciate it as much as Harry and I do. Your committee list is accurate. Incidentally, a complete list of all NAEB committees was included as an insert in the March Newsletter which perhaps you have seen by now.

We will be happy to reimburse the St. Louis Schools for expenses, up to the $100 you and I agreed on, which they incur in connection with the preparation of their kit. It would be preferable if Marguerite could send me rather detailed invoices, indicating specifically what the charges are for and a statement that the money was expended for the preparation of

the kit. If this is not possible, or is too awkward, I could pay the whole $100 (after the kit is completed) on an invoice which would simply indicate the total cost of the project and that our share was $100. I would not like this as well as the former method, but would go along with it if that's the only way they can do it.

I'm not too surprised at the Chicago situation, but I think you have handled it in the only possible way -- we'll just wait and see what develops.

We'll send John the Regional Director stationery and some envelopes and if you need more of the plain, just let me know.

I will tell Harry that you'd like to have lunch with him the 24th, but if I remember correctly, he is scheduled to the hilt during his brief stay there. Unless you hear from him to the contrary, don't count on it.

Thanks again for all your good work -- it's guys like you who make the job a pleasure.

Cordially,

Harold E. Hill
Administrative Vice President

HEH:jp

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

St. Paul 8, Minnesota

JOHN C. SCHWARZWALDER
*General Manager*

Telephone
Midway 5-5565

RECEIVED
NAEB HEADQUARTERS
MAR 17 1960
7|8|9|10|11|12|1|2|3|4|5|6 PM

March 15, 1960

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JOHN DELAITTRE
*First Vice President*

WENDELL T. BURNS
*Vice President*

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*Vice President*

PHILIP H. NASON
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NEIL SHERBURNE
LORING M. STAPLES
HAROLD E. WOOD

Mr. Harold Hill, Administrative Vice President
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harold:

Received the copy of your letter to Dr. McPherson this morning. I think this should help keep the situation straight and might stir him to some kind of activity.

Enclosed is a copy of a substitute page 7. I hate to infringe on your limited time, but I would like to have you go over part IX pretty carefully. My suggestion is that we have this page multilithed and send it, along with a new multilithed first page, and ask Dr. McPherson to substitute them in the proposals we sent him. The change I would make on the first page would be to make the heading read as follows: "Application to the Commission of Education, U. S. Office of Education, Department of Health, Education, and Welfare, for Funds to Support a Dissemination of Information on New Educational Media Project Under the Provisions of Public Law 531, 83rd Congress". As soon as I have your answer about this first page and the new page 7 I will have them multilithed and send them to you.

I am also enclosing a copy of a memo Progress Report on the utilization kit project. In fact I will enclose several copies so you can pass one on to the appropriate people. I am sending a copy of this report to everyone on the Utilization Committee and will send Gale several copies. Also, enclosed is a Utilization Committee Membership list. The list is as complete as I can make it but in the back of my mind I seem to recall that the Radio Subcommittee has one additional member. Whoever this is, we are not contacting them for help on the

project and if you would scan the roll and tell me if it is complete, I will at least adjust my records.

Marguerite hasn't written since her request for some money to help them produce a pilot kit. You have a copy of the letter I wrote to her following your and my conversation about making some money available. I would like to let her know how this money can be paid. I really have no preference in this matter but would appreciate a copy of any invoices or bills they might turn in. This is just so I will know what is going on. Perhaps you can give me some suggestions as to how this might be handled and I can forward them to Marguerite. During my visit with Elizabeth Golterman in Cincinnati, we talked about this pilot kit and future production and developments. Elizabeth was very anxious that money would be included in the budget (not this pilot kit budget) to pay for the staff time involved in the producing of kits. Since she is on the Advisory Committee who will review the Title VII proposals she felt that most of the committee were in agreement with her. McPherson's comments certainly bore out an attitude of including enough money to pay for everything.

I sent you a copy of the letter I received from Dr. Willis of the Chicago Public Schools and also a copy of the letter I sent to Elizabeth Marshall. Friday I received one of the most pathetic letters I have ever seen. Liz seems to be caught in the middle of a monstrous power play. I have decided that the best thing we can do is to sit back and wait for some reaction from Jennings. As of yet, he has never answered one of my letters. He has completely ignored two letters addressed to him, any comment on the letter to Dr. Willis and when I stopped in Chicago to talk with him and Liz, he didn't show up for work that day or even call in. The next time I am going through Chicago, I will attempt to see him but there appears to be a great deal under the surface and I'm sure none of this is aimed either at NAEB or our people. It is a purely local issue. I feel we should sit and wait.

The NAEB stationery and envelopes arrived today. Thanks very much. I think you had better send some regional directors stationery to John since I dipped rather heavily into his supply for our initial communication venture.

By the way, I sent a general request and information letter to about sixty-five in the educational broadcasting field. It is too soon for their answers but something should be coming in shortly.

Tell Harry we are looking forward to his visit on the 24th. I hope that we can have time for a little conversation. Perhaps if his schedule is not too crowded, we could have lunch on the 24th.

Cordially,

Clair

Clair R. Tettemer
Director of School Programs

CRT/gvc
encl.

P.S. Enclosed is a copy of a letter received from George Jennings between the typing and mailing of this letter. I'll send a copy of my answer.

KTCA-TV, Channel 2
St. Paul 8, Minnesota

March 17, 1960

Mr. George Jennings
Director of Radio and Television
Board of Education
228 LaSalle Street
Chicago 1, Illinois

COPY

Dear George:

Dr. Willis' most welcome letter came last week. Indeed I do know that large bodies move slowly. His letter was somewhat delayed by going to the NAB headquarters in Washington and then back to us through Chicago. The important thing is that you will be able to help us get this Utilization Project underway.

First, as to the time limits. We are scheduling a NAEB Utilization Committee meeting on May 3 in Columbus. This will coincide with the IERT meeting. If at all possible, we would like to have your kit for presentation at that time. I know this doesn't give you much time and to do the kind of job this kit deserves will take time. If it is impossible to complete the kit by then, perhaps a portion of the kit could be used.

This whole project needs to be pulled together into one overall integrated approach. We have suffered from "much generalized talk and little specific action". We need concrete examples to help us focus our plans. To put into a letter all that the committee has discussed is difficult. I would suggest that we try to get together to talk it out, but this too would take up valuable time. I'm tentatively planning on being in Chicago around the first of April. Wanda Mitchell at Evanston Township High School, as well as Liz Marshall, are on this committee. Perhaps, if all our schedules could be adjusted, we could meet in your office Friday, April 1 to discuss what might be done. If you feel this is too late to get started, let me try to summarize the committee's thinking to date. From this, and your knowledge of the material available in the Chicago schools, you may be able to see what this kit should contain.

1. We are thinking of these kits as being aimed at a specific audience. Our ultimate goal is to have special kits for use with various groups such as Boards of Education, School Administrators, teachers, community groups, etc. Of course some materials could be used with several different groups, but our feeling has been that if we assume too broad an audience the presentation would become a general P.R. pitch and tend to try to cover the whole field. We will need a few of these general kits but our hope is that first we can serve the classroom teacher audience with materials specifically aimed towards helping them utilize educational broadcasts.

Another orientation we should keep in mind is whether the kit is designed for use with teachers who have some knowledge of or experience with education broadcasts. Or if the teachers are starting from scratch.

2. The kits may deal with either school radio broadcasts or school telecasts or both. Our original intention was to treat the field of utilization without reference to radio or television, but this again seemed to be too broad a slice. While most people tend to emphasize television utilization, radio is still very much alive. I note in the March NAEB Newsletter that four new educational FM stations were granted a C.P. in one day.

3. As for the type of presentation, the committee felt that it would be advantageous to the local user if the material was all in one form or another. This means that slides should not intermix with film, opaques or flat pictures. However, a series of slides, with a coordinated audio tape narration, would go together and not be too complicated for use. If money is available later on we might want to put the whole presentation on film to further simplify their use.

4. The type of presentation and the various slants that each kit would take are limitless. While we can't possibly tackle all these ideas at once, here are some of the committees' suggestions:

- A file of sample kinescope or tape recordings of successful school programs. Along with these film or tapes, study guides, lesson plans, utilization results, and other printed material would be furnished.

- Special edited "kines" showing various aspects of school television programs. For instance, a 20 or 30 minute film showing short examples from different school programs could be put together from existing materials. Other "kines" could be edited to tell a story. Transitions could be made by inserting special commentary kinescope recorded footage. Other films could illustrate the strength of television or define (by illustration) what is meant by various terms such as "enrichment", "supplementary" and "direct teaching".

- Excerpts from taped radio broadcasts could be put together with tape transition commentaries similar to above.

- Interviews with teachers, supervisors, administrators, pupils, parents, etc. telling of their experience with educational broadcasts could be put on film or tape.

- Film reports illustrating findings from research. This could be a documentary treatment of a complete research project with emphasis on how to carry out a project or a summary of research findings.

COPY

- Filmstrips or slide collections with synchronized tape commentary illustrating utilization procedures and results. An alternate suggestion would be to supply a script with the slides or filmstrips for local presentation.

- Film documentary showing a variety of class activities that developed from one educational broadcast. This could start by showing or playing a part or all of the film or tape of the program stimulating this utilization.

- Collections of class work resulting from educational broadcasts, such as art work, literature, science, music and similar projects.

I am not trying to spell out a specific project we would like you to do. You are the only one who knows what is possible within your department.

After you have had an opportunity to look over these comments, perhaps you will have some specific suggestions or questions. I am looking forward to seeing you soon.

Cordially,

Clair R. Tettemer
Director of School Programs
KTCA-TV
St. Paul 8, Minnesota

CRT/gvc

c.c. Harold Hill

b/c Elizabeth Marshall

COPY

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
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MINNESOTA

St. Paul 8, Minnesota

JOHN C. SCHWARZWALDER
*General Manager*

Telephone
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April 14, 1960

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HAROLD E. WOOD

Mr. Harold Hill, Vice President
National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harold:

We have been very busy here in the Twin Cities for the last couple of weeks and I have not had much time to devote to the project. I did get a letter from Gale outlining an agenda for the May 3rd Utilization Committee meeting. I am looking forward to this meeting since I feel there are a lot of decisions needing committee action.

This situation with the Chicago school people is getting very complicated. Let me just review it for your information. After a long delay I did get a letter from Dr. Willis telling me they would go along with the project. On March 14th I got a note from George wanting to know exactly what we wanted. On March 17th I sent him a three page letter outlining our thoughts about the utilization kits and suggesting we get together for a meeting to talk about the kit in his office Friday, April 1st. I suggested that Liz Marshall and Wanda Mitchell, two of the committee members in the Chicago area, join us for this discussion. I didn't hear anything in response to this letter until March 31st when George called to see if I was coming in the next day for a conference. I told him that since I had not heard from him, I had not planned on a Chicago trip. In our conversation we agreed that he and Elizabeth would go ahead with the preparation of a set of slides for the utilization meeting in Columbus. He talked as though he and Liz had discussed the situation thoroughly and that she would be working on the kit and would, in all likelihood, be the person coming to Columbus.

On April 5th I got a note from Elizabeth saying that she hadn't heard anything new and evidentally didn't even know that George and I had talked.

Things are clearing up a little more around here and I will be able to tend shop a little closer after this week. I am planning on calling George the first of next week and if he agrees and if it seems advisable, I would like to fly into Chicago Friday the 22nd to meet with George, Liz and possibly Wanda. If these plans do not meet with your approval, try to get an answer to me before the 19th.

I had also hoped to get to St. Louis to talk with Marguerite about the kit they are developing but I could not work this into my schedule and had to give it up. I will also try to talk with her by phone next week. I don't have as much concern about the St. Louis kit as I do the Chicago one.

As for the rest of the contact work I said I would do, it stacks up like this:

Of the more than forty letters I wrote to people in the educational broadcasting field I have answers from about sixteen. I will try to extract the important parts of these answers and put them in some useable form for our May 3rd committee meeting. I am hoping that a reasonable developmental plan will result from this meeting. I would like to plan on using the remainder of the consultation money to follow up on some of these specific ideas coming from the correspondence. I had hoped to make these trips before the May 3rd meeting but my work here, along with the slowness of the replies to my letters, makes this impossible. I will have to do this in May and June. This will probably work out better anyway since I will have the committee's suggestions to work from.

I have been appointed to membership of the DAVI Television Committee and appointed as a representative to the DAVI Steering Committee to plan a utilization seminar. This Steering Committee is meeting May 2nd in Columbus and I will be there to meet with them. Through my contacts with these committees we should be able to correlate both organizations' utilization activities.

Cordially,

Clair R. Tettemer
Director of School Programs

CRT/gvc

MEMO: Abstract of Correspondence

TO: NAEB Utilization Committee

FROM: Clair R. Tettemer

DATE: April 18, 1960

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In our Utilization Kit Development we planned to contact key people in the Educational Television field to assess what material was now available, what might be developed with a minimum of support and what needed to be produced with full support. To do this a series of letters was sent to two different groups. One letter went to each committee member asking for suggestions and comments. A summary of these answers was sent out March 10th. Another letter went to 5[illegible] people active in the field. This list was not intended to be complete and no doubt some important contacts were overlooked. A list of the people receiving this letter is included along with an abstract of the answers received.

PEOPLE CONTACTED (* Received Answer)

AIMSTEAD, Francis E., Ed. Dept., State Ed. Bldg., Albany, New York
AMBROSINO, Michael J., Mgr. Sch. Pg., WGBH-TV, 84 Mass. Ave., Cambridge
AUSMUS, Graydon, Dir. Broadcast Service, Ext. Div., U. of Alabama
* BENJAMIN, Mary D., U. of Texas, Austin, Texas
BOYTER, Haskell, Dir., Radio and TV, Atlanta, Georgia
BRISH, William M., Supt. of Scho., Hagerstown, Md.
CHRISTIANSEN, Kenneth A., Dir. of TV, U. of Florida
CORWELL, Marion, TV Coordinator, H. Ford Museum, Dearborn, Michigan
* DAY, James, Gen. Mgr., KQED, Channel 9, San Francisco, California
* DUNLOP, W. John, Dir. Children's Pgm., Toronto, Canada
EICKS, Jean A., Station WNYE, Brooklyn, New York
ENGAR, Keith M., Station Mgr., KUED, Channel 7, U. of Utah, Salt Lake City
FEDDERSEN, Donley F., Prog. Mgr., WTTW, Channel 11, Chicago 37, Illinois
* GABLE, Martha, Dir., Radio & TV Education, Philadelphia, Pennsylvania
GUNN, Hartford N., Gen. Mgr., WGBH-TV, 84 Massachusetts Ave., Cambridge 39
HETTINGER, Charles P., Supervisor, TV Education, Pittsburgh Public Schools
HILLER, Ola B., Flint Bd. of Ed., Flint, Michigan
HOLST, Howard D., Prog. Dir., WKNO-TV, Memphis, Tennessee
HULL, Richard B., Dir. of Radio and TV Broadcasting; WOSU-TV, Columbus 21, Ohio
* HUNTER, Armand L., Michigan State University, East Lansing, Michigan
* HYDEN, Victor M., Jr., Ed. TV Coordinator, KVIE, Sacramento 9, California
* KLOCK, Dorothy, Station WNYC, Brooklyn, New York
LAMB, Harry, D., Toledo Public Schools, Toledo, Ohio
* LARDIE, Kay N., Detroit Public Schools, Detroit, Michigan
LEE, Lillian, Prog. Dir., WETV, Atlanta, Georgia
* MACANDREW, James, Ex. Dir., Regents Ed. TV Project, New York 17, New York
* MARXER, David W., University, Alabama
MEANEY, John W., Dir. KUHT, U. of Houston, Houston, Texas
MILES, Jim S., Dir., WBAA-TV Unit, Purdue University, Lafayette, Indiana
MORRIS, James M., Dir., KOAC-TV, Corvallis, Oregon
* MCBRIDE, Jack, Dir. of TV and KUON-TV, U. of Nebraska, Lincoln Nebraska
* MCDOLE, Wana B., Dir., TV., Seattle Public Schools, Seattle 9, Washington

* MCINTYRE, Charles J., Dir. of Instructional TV, U. of Illinois, Urbana, Ill.
* MCKINNEY, Marjorie S., Cinncinnati Public Schools, Cincinnati, Ohio
MCKELLAR, Arlene, Station WHA, U. of Wisconsin, Madison, Wisconsin
* NIGHBERT, Keith J., Gen. Mgr., WENH-TV, U. of New Hampshire, Durham, N.H.
* NORRIS, Audrey, Hamilton County Schools, Cincinnati, Ohio
SCANLON, Marie C., Station WBGO, Newark 4, New Jersey
SCHEIN, Donald, Mohawk-Hudson Council of ETV, Schenectady, New York
SCHENKKAN, Robert F., Dir. Radio - TV, U. of Texas, Austin, Texas
SCHROPP, Clifton F., Mgr. KDPS-TV, 1800 Grand Ave., Des Moines 14, Iowa
* SEEL, Helen, Cincinnati Public Schools, Cincinnati 2, Ohio
SIKES, Rhea, Dir. of School Service, WQED, Pittsburgh, Pennsylvania
SINCLAIR, Dorothy, Supervisor, TV & Radio, Houston Schools, Houston, Texas
SITTIG, John, Dir., A-V Ed., Bd. of Ed., Columbus, Ohio
SPANIER, Leah, Curriculum Coor., Brooklyn 25, New York
STONE, Loren B., Station Mgr., KCTS-TV, U. of Washington, Seattle 5, Wash.
* STROBEL, Edna May, Coor. of Ed. by TV, New Orleans, Louisiana
STENSON, Patricia Green, Mgr., Radio Station KBPS, Portland 14, Oregon
* TAFF, Paul K., Station Mgr., WMVS-TV, Milwaukee 3, Wisconsin
TRENHOLME, A.K., Dir. of Instructional Materials, Portland 16, Oregon
* TYLER, Margaret C., Supervisor, Ohio School of the Air, Ohio State U., Col., Ohio
* WARD, James M., U. of Colorado, Boulder, Colorado
WIGREN, Harold, Houston Independent School District, Houston, Texas
WILLSEA, Gerald, Dir. of Radio & TV Activities, Denver Public Schools, Denver
* WYNN, Earl, Dir. of TV, U. of North Carolina, Chapel Hill, North Carolina

ABSTRACT OF CORRESPONDENCE:

MARY D. BENJAMIN

Indicated interest in the project and will need some time to find out what can be done but will correspond further.

JIM DAY

The letter was referred to Larry Smith, Director of School Broadcasting for KQED. Suggested including a kinescope from the introductory conversational Spanish series "Saludos Amigos". This series won a first place in Ohio State Awards in 1959 and has been very popular with the schools in the Bay area. They could furnish a kinescope from the series at the usual kinescope duplicating fee. Study guides for the series are also available in limited quantities as is a standard size 33 1/3 RPM recording developed for use with the program. A list of the program titles for the Spanish kinescope series was included. Larry also included an education bulletin from the Office of the Superintendent of Schools, San Mateo County, on utilization and instructional television. This bulletin consisted basically of a three-page outline of how to select and use a television series. This was written by Mrs. Sally Davis, Consultant for Instructional Television, Committee on Public School Telecast Service, Sacramento, California and is titled "A Teachers Viewpoint". Other than this material, Larry felt that with the present staff limitations they would not be able to undertake production of a utilization kit. However, he was most interested in the future development of this project.

W. JOHN DUNLOP

Reply was received from A. H. Partridge, International Exchange Officer for the Canadian Broadcasting Corporation. He felt that the CBC would not be able to help with the project due to the fact that departments of education do not consider that CBC personnel have a right to instruct teachers in utilization methods. In addition to this he felt it would be difficult to make program material available outside of Canada. He suggested that we contact Mr. W. Bruce Adams of the Toronto Board of Education to see if they could participate in the project. A letter was subsequently addressed to Mr. Adams. As yet no reply has been received.

MARTHA A. GABLE

The Philadelphia schools have a silent color film with excerpts of their TV programs. The film is about 60 minutes long. They are currently putting this on two 30 minute reels and adding a commentary on tape to go with the film. Martha suggested that we might be able to use this film material.

ARMAND L. HUNTER

Charles Ruffing, Program Associate for WMSB answered the letter. He said, "We will be more than glad to aid your project, but would like to hold off with something definite until the first part of April. Schools that are utilizing in-school programs are forming an association among other things to handle projects of this nature. I'm sure that by then I will have more information for you."

VICTOR M. HYDEN, JR.

Vic indicated he was writing his doctoral dissertation on the problem of utilization. He suggested three people in the KVIE area for us to contact. These people are: Instructional Television Consultants in their area. Letters have been sent to each of them. While they have very little in the way of material in outline form, they have developed some procedures which have been used with their evaluation sessions, utilization meetings and classroom teacher workshops. They will be sending some suggestions for kits they might develop for us in the near future. Vic said, "We would be very interested in assuming the responsibilities for a utilization kit if the cost were underwritten. I am sure at least one of the three full-time field consultants would like to do this as a summer project. We would be most fortunate if this could be worked out because of the experience and insight gained by these consultants during the current school year."

DOROTHY KLOCK

Dorothy said, "I have received your set of questions dealing with utilization of educational broadcasts and I will send you some answers to them shortly." So far we have not received any further information.

KAY N. LARDIE

Kay felt that if the project is going to be successful it would have to be underwritten by some outside funds. She suggested that they would have several samples of kinescopes or video tapes that might be used. She is also writing a pamphlet for a national organization titled ""Utilization of Television in the Classroom". I wrote to see if this pamphlet was something that could be included in the NAEB distribution plans but have not received an answer. Some of the things that they are using in Detroit are: 1) a kit prepared for teachers who are to present a telecast, giving examples of good and poor visual materials, a list of do's and don't's and a sample script, etc.; 2) a video tape for presentation to the Board of Education which was also used at a meeting of all the principals in the city. The video tape had excerpts from nine programs, five minutes each, together with an opening and a summary of production techniques. The entire tape ran 53 minutes; and 3) a kit of materials giving samples of each bulletin that goes out from the Radio-Television Office to the schools.

While all of these are directed at the Detroit needs, Kay felt that they would be helpful in other areas.

JAMES F. MACANDREW

Jim said, "I am in complete agreement that the promotion of good utilization practices is a highly important aspect of school television and one which most of us ignore through lack of manpower and money.

"Although we include some suggestions on utilization in our manuals, they are superficial and not in any way what I should like them to be.

"At a meeting in Cambridge less than three weeks ago, (letter dated March 31, 1960) representatives of seven states agreed that a combined attack on the subject of more effective utilization information was very important. While I am not in a position to do anything constructive at the moment because of other pressures, I shall be very happy to talk with you in Columbus and make any contribution I can."

For more information about the Cambridge meeting, see Keith Nighbert's reply below.

DAVID W. MARXER

David said, "We consider utilization one of the major aspects of educational broadcasting and want to cooperate in the development of effective materials for this purpose. For the past several years we have worked on in-school TV utilization with steadily increasing success. We attribute this success to the gradual development of a sense of involvement of our consumer group. Kits specifically designed for utilization workshops could be of tremendous value and would certainly reduce the strain on those responsible for organizing said workshops. We always attempt to collect pertinent publications for distribution at our workshops but invariably miss some of the most pertinent ones and include some less pertinent. A current bibliography (kept up to date) on pertinent

research and projects is frequently requested by workshop participants and would be most helpful. I believe that materials included in such a kit should be of a general, rather than of a specific, nature due to the problems peculiar to various locales." In answering my specific question Dave indicated that they could offer teachers guides and could prepare demonstration kinescopes of complete school broadcasts or selected portions for kit distribution. He felt they would be able to undertake production of a specific utilization kit if the cost were underwritten. Two names were forwarded to be contacted and letters have gone out to these people. In conclusion, he said, "this is a very significant and challenging project which should provide a real service to educational broadcasting. The value of in-school broadcasting is measured by utilization. The nebula of our joint experience needs to be crystalized into a useful tool."

JACK MCBRIDE

Robert W. Fox, Producer for In-School Television for KUON, answered for Jack. Bob said, "We at KUON-TV have been wanting to do something like this for some time now, but we have some different motivations for our project. However, after thinking about your needs, I am of the opinion that there would be a strong possibility of its fitting right into your ideas.

"Let me tell you what we have done. We have put together a series of all of our live in-school studio presentations. We have included geometry, American history, senior English, art and elementary science. This series, approximately 45 minutes in length, gives you a birds-eye view of two broad aspects - television teaching and the incorporation of audio visual techniques into teaching by television. Each segment has a minimum time of eight minutes and a maximum time of 13 minutes. In all of our segments we have attempted to use all of the devices that television teachers can use in order to make their presentations more effective. This is not a doctored-up series but our in-school program uses some or all of these techniques in a regular broadcast day."

I wrote to Bob asking if the material he had mentioned could be sent for preview and he called me to tell me he was sending the presentation. I understand that I can keep this until after our May 3 meeting and I will bring it to Columbus for the committee's preview.

WANA MCDOLE

With her reply, Wana sent some mimeographed material that they use in their utilization program. She said, "We feel as you do - that good utilization by the classroom teacher is the key to successful educational television." The material that she sent included a story-board type plan of a fifteen minute kinescope with suggestions for classroom teachers and the utilization of television programs. This proposed kinescope is planned to be used by building staffs and followed by group discussion. Another item that she sent was a sheet titled Suggestions for Utilization of Television in the Classroom. This is an outline for the teacher pointing up the specific utilization steps of pre-planning, motivation, preparation, viewing, follow-up, and evaluation. A third item was called When You're On TV and is designed to give the teacher who is going to appear on TV some help in choosing what to wear, how to organize materials, using visual aides etc. A fourth item was a three-page bulletin called Tuning Your TV Set

and it dealt with the problems of classroom reception and how to use TV in the classroom with a few suggestions on selecting a TV set for classroom use. A fifth item was a mimeographed bulletin entitled Facts About Television. I will bring all of these items to the Columbus meeting.

CHARLES J. MCINTYRE

Mac said, "I think that probably such kits would prove very useful. We have had several local people who now, after almost a year in TV, wish they could transmit some of their know-how to their colleagues.

"As you know, we are just really getting under way and do not have much of a background in either materials or experience. We regret, but do not think we can help much at this time."

MARJORIE MCKINNEY

Marjorie and Helen Seel sent a joint reply to my letter. They said they were very interested in the NAEB's attempt to get materials together. They said, "I really do believe that the success or failure of educational TV will depend on how well the telecasts are utilized by classroom teachers. This is an area to which we have given considerable attention but thus far have little tangible to submit for a kit." They felt that if money could be made available to finance the recording of programs, they would be able to participate. Several pages from their TV Handbook, which gave suggestions on utilization, were enclosed. These refer more or less to mechanics and they would like to see this project develop materials which go much beyond the type of suggestion they would be able to make. In a follow-up letter they emphasized the need to have the material thoroughly documented. They have had some difficulty in showing some parts of series out of context and felt we should be very careful to insure that the group viewing the program knew the purpose and any special conditions for the use of the program.

KEITH J. NIGHBERT

Keith said, "Your letter about the NAEB Utilization Committee arrived by coincidence. I was about to write to you for the information that you sent in your letter. The Northeastern In-School Television Conference elected me (Nighbert) to prepare a Title VII proposal for a teacher utilization project." Keith went on to say that they did not have at present any materials available for kits but they could supply study guides at cost to the project. He felt that if they were able to procure funds for an in-school director, they would be happy to produce a utilization kit but felt that any project should be based on real study of what the kit was intended to do. He suggested contacting two other people and letters have gone off to them. He made some suggestions to our project plans based on what they plan to do in their Northeastern project. He felt that we should limit the project. It seemed to him that we were really tackling a dozen major ideas at once. He felt that our first concern should be to provide a strong guide for the teacher to help her correctly and fully utilize in-school programs. This might be done by using a kine or tape to demonstrate pre-telecast procedure, use of study guide, and post-telecast procedure.

AUDREY NORRIS

Audrey said she would be very happy to work with us in developing some of the utilization kits. She particularly was interested in material which could be used to get to John Q. Public. She sent samples of the material they use in their utilization work. One of these was a booklet called Stand By, You're On The Air. Since she sent several copies of this, I will enclosed one with this report. Other kinds of information which she felt should be included in the utilization kit was a series of leaflets entitled Discriminate Use of the Mass Media of Communication. This is for teachers, administrators and parents. I gather these are materials that they have developed in the Cincinnati area. Audrey also offered to expand the notes she has used in several talks on this subject. She said she would be able to undertake production of a utilization kit if the cost were underwritten. In a second letter, she detailed the things that are available from her office. She has a film produced in cooperation with the Ohio Bell Telephone Co. which actually tells the story of station WCET. She feels that part of this film would be useful for a project. She has sent me a print of the film and I will bring it to the Columbus meeting.

EDNA MAY STROBEL

Edna May had this to say: "The idea of information kits to help local groups develop utilization of educational broadcasts sounds exciting. To say there is need for this material is the educational television understatement of 1960. At present, New Orleans has nothing to contribute to this project. It is unfortunate that a 30-minute program TV Classroom Report , which the New Orleans Public Schools did live last May, was not taped or kinescoped. This type of program is just the thing you need." I wrote a second letter to Edna May to see if we would be able to get an outline or run-down sheet on this television Classroom Report. This might be something that would be worth having re-produced and recorded on kinescope for our kit file.

PAUL K. TAFF

Paul's letter was answered by Otto Schlaak, Coordinator for Instructional Television. Otto said that at present they do not have any materials available for a utilization kit nor are they in a position to take part in any specific production of such kits. However, they like the idea and this project is one that should be developed soon. He suggested "A good boil-down of results of research into effectiveness of TV as a teaching device in each area; 1) enrichment, 2) supplementary, and 3) direct teaching. This could be documented by statements from superintendents, supervisors, etc., laying it onethe line that this medium does work effectively . . . . . I (Otto) pulled together some things on this for a meeting of superintendents last month. The evidence properly presented can be very formidable. Nothing convinces educators quite as well as other educators reporting scientific studies." He ended up by asking if we would have any of the materials ready for summer workshops this year. In a second letter from Otto, he indicated that they have two examples of instructional television programs which could be made available for our sample kinescope file. He enclosed a brochure on these two series and I will have these in Columbus. One is on the slide rule; the other is on basic math. While they are used in Milwaukee for adult education, they still might have some value in their relation to classroom utilization.

MARGARET TYLER

Margaret said that she felt that anything in the way of capsulized materials would be less effective than carefully chosen but complete material. Any part of a given broadcast would fail to carry either the mood or the message of the complete broadcast. She suggested a kinescope of a short broadcast followed by a kinescope of post-broadcast activities so that both the stimulation and the utilization could be shown in their entirety. She suggested that we might be duplicating the effort of the group that is planning for airborne television and suggested that we get in touch with the people who are planning these series and the utilization of the broadcasts.

JAMES M. WARD

Jim wrote that they do not have any material available which would fit into the type of kit we could use, but felt that with the facilities they have there they could and would be willing to undertake the production of a utilization kit. He had one additional suggestion to make to those listed in the Information Sheet. That would be the collecting into packages the various publications representing the variety of newsletters, journals, etc. from such organizations as NAEB, NET, JCET, etc., This could be extended to include publications about various TV equipment from dealers and manufacturers. Another important addition to this printed material would be a collection of reprints or outstanding articles on ETV.

EARL WYNN

Earl referred the original letter to John Young but as yet John had not sent a reply. However, a note did come from Donald D. Tarbet, Associate Professor of the School of Education, University of North Carolina. Don told me of a book he had just completed and was now in the process of being published called Television and Our Schools. He thought we might like to consider this a part of our material kit.

14 Gregory Hall
Urbana, Illinois

June 3, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational Television Corporation
St. Paul 8, Minnesota

Dear Clair:

I have approved for payment the bill from KSLH which you forwarded. This leaves us with just about $500. Therefore, I trust you will act accordingly. You have other trips coming up, I know, and I just wanted to alert you as to the balance in case you had any other expenditures in mind. Incidentally, as I believe I told you, this should be wound up before the first of July, if at all possible, since that's when our authorization from the Ford Foundation for expenditure of these funds ends. However, an extra week or so wouldn't cause any problem. And, of course I needn't tell you, don't feel you have to spend it all, because there are several items (legitimate under the grant) which I could use some of this for but have held off, waiting to see how you came out.

I don't believe that the Nebraska grant (which has to do with actual exchange of school TV programs) will affect the fate of our utilization proposal - so keep up with hope.

Cordially,

Harold E. Hill
Administrative Vice President

HEH:kh

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

St. Paul 8, Minnesota

JOHN C. SCHWARZWALDER
*General Manager*

Telephone
Midway 5-5565

May 31, 1960

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HAROLD E. WOOD

Mr. Harold Hill
National Association of Educational
Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harold:

Sorry you were out when I called you this morning, but I talked with Harry and he informed me that there was nothing new on the utilization kit proposal to the U. S. Office. As I told him, I had heard off the record that it was going to be funded and that John Meany would be getting in touch with us. I am anxious to find out what they have in mind. I sincerely hope they do not wash out utilization proposals in light of the contract they have awarded the University of Nebraska.

Enclosed with this note is the bill from Marguerite on the expenses for the NAEB utilization kit. There is still some work to be done on this kit but I'm not sure how much.

We have been very busy here trying to get our suburban school program project over the hill. I have had to set the NAEB utilization kit project aside. However, now I feel the pressure lessening a bit and we can get back to pulling something together.

Cordially,

Clair R. Tettemer
Director of School
Programs & Research

CRT:gvc
Encl. (1)

14 Gregory Hall
Urbana, Illinois

June 29, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

Welcome back to civilian life -- and I hope your two weeks in Washington weren't too bad.

Rather than have you bill us for the funds for the balance of the utilization project, I have had a voucher and check prepared in the amount of $575 -- this to include all expenses not already billed (such as the $25 you estimate we now owe you) and all future expenses you will incur. In other words, this winds up the whole thing and you will do as much as you can toward an end product with this sum. You can use these funds to draw against to complete as much of the project as possible. All you need do now is to sign the original copy of the voucher and return it to me for our records.

I would suggest that, at the time you return the voucher, you give me a rough idea of what you plan to do with the balance of the money, i.e., the next steps you plan to take and the possible results. Then in the next month or so, as you wind this up, if there is any question in your mind about any expenditure you can always consult me. Okay?

Cordially,

Harold E. Hill
Administrative Vice President

HEH:jl
Enclosure (voucher & check)

WEH

ground he picked up your
phrase, maybe. If we have
it, I see no reason not
to use all of Ford funds
--- for Frahel etc & balance
for this.

H

HJS:

I believe you saw my 6/13 letter to Clair (the attached yellow carbon), but I am including it just in case you didn't. His letter makes me wonder a little. Do you interpret his 3rd paragraph to mean that he is expecting a consultation fee from us (I didn't recall that that was in the "bargain"), or do you think he is merely using the term in the same sense I intended it in the second paragraph of my letter? I think the latter (based on his letter of 6/10, also attached), but I guess his latest wording sorta worried me - so your comments will be appreciated.

heh
6/21/60

Heh —

Balance in Ford at
& "rat-race" is

$580.44

thought this info pertinent.

R.

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
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JOHN C. SCHWARZWALDER
*General Manager*

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June 17, 1960

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HAROLD E. WOOD

Mr. Harold Hill, Administrative Vice President
National Association of Educational Broadcasters
114 Gregory Hall
Urbana, Illinois

Dear Harold:

I have looked through the records and, as near as I can figure, we will only be billing about $25.00 against the project. This will account for some phone calls and miscellaneous items. At that, the estimate is on the liberal side.

As soon as I finish this letter I'm taking off for a two-week tour of duty with the Army in Washington. I can be reached during this time in the Troop Radio - Television Branch, Office of the Chief of Information, Department of the Army, Washington 25, D. C. I will return to the Twin Cities around the 4th of July. I have put a note on my calendar to get a report off to you at once. If things get dull in Washington, I will work on it during the next two weeks. It shouldn't take too long.

As for the billing, if you will drop me a note as to how much consultation services to include on the bill, I will get this off to you as soon as I get back in the Twin Cities. I would appreciate some suggestion as to how this item might be written up.

While I am in Washington, I will try to get into the Education Office to talk with some of the "brain trust". Perhaps by that time they will be talking about a contract.

I am sorry that I could not send you the report before I left but we have been practically losing our minds trying to arrange for the production of 390 thirty-minute college lessons between July 18 and August 26.

Cordially,

Clair R. Tettemer
Director of School Programs

CRT:gvc

14 Gregory Hall
Urbana, Illinois

June 13, 1960

Mr. Clair R. Tettemer
Director of School Programs
Station KTCA-TV
Twin City Area Educational
Television Corporation
St. Paul 8, Minnesota

Dear Clair:

Since you won't be able to wind up the project in time for an accounting around the first of July, I believe your suggestion for billing us in advance of that date may be the best bet.

If you can get in the other expenses you mentioned (in fact, anything at all that is outstanding), then I can let you know how much you should bill us for "Consultation Services," by July 1. If you can't get me an exact accounting, perhaps you can at least get me a fairly accurate estimate.

Also, will you please count on preparing for me a fairly brief account of the project (with exhibits if possible), so that I can incorporate it into a report which I will have to prepare for the Foundation? This also would be needed by very shortly after the first of July, so that I can send a final report, plus final financial statement, to them within the first couple of weeks in July. If you haven't completed everything, your report could indicate those things still to be done and the expected results. I will also need a good description of the kit for which we paid Marguerite, with a statement as to its use - and also usefulness if such can be determined by that time.

I hate to bother you with all these details, but as you probably well know, this is the way we all must live when using foundation funds. I know, too, that time is short and that you are hard-pressed, but we'll wallow through this some way by the second week in July, I'm sure.

Cordially,

Harold E. Hill
Administrative Vice President

HEH:mr

HJS:

I had informed him that, because Ford had told us we should wind up the remaining balance as of June 3, he should try to get it all done by then or very shortly thereafter. What do you think of his suggestion, or, as an alternate, just going ahead past the end of June w/o undue concern and winding it up in July or August as soon as we can?

heh
6/13/60

Dear "late summer" would mean fall report. Would suggest he tell us in advance if this can be worked out. Then please prepare brief report for Ford. "Late summer" would be OK + good if we can over "this sum.

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

St. Paul 8, Minnesota

JOHN C. SCHWARZWALDER
*General Manager*

Telephone
Midway 5-5565

June 10, 1960

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HAROLD E. WOOD

Mr. Harold E. Hill, Vice President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harold:

Thanks for the counting in your June 3 letter. Actually, the difficulty is going to be with the July 1 deadline. I have asked Arnold Thorson, our Office Manager, to get together the list of calls and other items that are related to this project and as soon as that is ready I will send it to you for payment. It certainly should be there before the first of July. On the other hand, I have several projected trips dealing with these pilot kits but cannot make these until later in the summer. This is unfortunate and may mean that we will have to cancel these planned trips. I would like to make an alternate suggestion and you can certainly decide whether this is possible or advisable. Should you end up with some money in this grant that you want to apply to the project, we could send you a bill for consultant's service in almost any amount you say. If this could be paid in advance we would hold it as a balance here which could be applied towards future work which you would approve towards the development of the pilots.

It seems almost inexcusable to not use this money. There are so many things that need to be done and certainly not the least of which is more work on this utilization project. If we could get an extension on the use of this money then I feel sure it would be put to good use.

I will be in Washington from June 19 to July 1. I expect to spend some time with the people in the U. S. Office and will try to develop some information on our project. The under-cover grape vine has indicated we are due for financing of Phase I of our proposal but since I have not heard from you, I gather that there has been no official word.

Cordially,

Clair R. Tettemer
Director of School Programs

CRT: gvc

KTCA-TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

St. Paul 8, Minnesota

JOHN C. SCHWARZWALDER
*General Manager*

Telephone
Midway 5-5565

August 11, 1960

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LORING M. STAPLES
HAROLD E. WOOD

Mr. Harold Hill
Administrative Vice President
National Association of Educational
Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harold:

Let me apologize for not sending this letter sooner, but we have been completely swamped with several high priority type projects. I intended to talk with Harry during his recent visit to the Twin Cities, but so much was happening I didn't even get around to calling him on the phone.

I finally had a call from Seth Spalding of the U.S. Office of Education. I think the call came because of Gertrude's persistency. He wanted to know what progress had been made on the utilization kits and wanted a revised time table and budget for the project. I sent this off to him and a carbon copy to Harry. A blind copy for you is enclosed with this letter. Dr. Spalding had several questions about our project. One of the first dealt with the use of the Advisory Committee. He was extremely reluctant to go in on a budget that called for a full Committee meeting in San Francisco. At Gertrude's suggestion we explained that this was not just a committee meeting but a special group to screen these proposals. This he tentatively bought and I believe will go along with having a meeting of a selected group in San Francisco on the 16th and 17th of October. This may cause a small bit of dissension on the part of some of the Utilization Committee members but if the U.S. Office is going to limit us to a specific number of people, then we have to make some kind of selection to be sure we get the people we want.

In regard to the money that NAEB has put into the project, you have a record of the various expenses to date and I propose the following break-down for spending the remaining amount. First, I will use some to take care of phone calls and other communications in setting up the preliminary steps for the project.

For instance, I am going to send out the letters requesting kit production proposals before hearing from the U.S. Office. I will use the NAEB funds I now have to cover this and if we can reclaim any of this from the government grant we will.

Second, the money will be used primarily to complete the pilot kit phase. I am planning on going to St. Louis next weekend to work with Marguerite Flemming and Gertrude Hoffstein to finish the St. Louis pilot. Then after school starts in September I will spend a day or two in Chicago trying to get their kit put together. The third kit, the one here in the Twin Cities, will be re-planned. The program example, selected by the Minneapolis school system, is all wrong and we might just as well start from scratch.

A third use for the money will be to do some of the extra of preliminary coordination for the grant. For instance, it may be necessary to go to Washington in order to work out the terms of the contract. I will only do this if it cannot be handled any other way.

Incidentally, in a recent letter from Harry he asked which committees would like to make reports at the October meeting. I don't know what plans Gale has for the Utilization Committee and I am not planning anything specific from the Television Sub-committee, but would like to make a report as Project Director for this utilization kit project. This brings up another question. Would it be possible to get an article in the Journal about the plans for these kits? I would like to use it as a means of making a report to the entire membership. It is likely that this could not be made prior to the convention but might be included in the convention issue. I want to be sure, however, that we know we are going ahead with the project before announcing it. I have received dozens of requests for use of our material which grew out of the original information seeking letters. I can imagine what might happen from an article in the Journal. Let me know if such an article can be included and, if so, when would be the best time?

Sincerely,

Clair R. Tettemer
Director of School
Programs & Research

CRT/gvc
Encl.

c/c Harry Skornia

August 3, 1960

Dr. Seth Spaulding
Educational Media Branch
U. S. Office of Education
Department of Health, Education and Welfare
Washington 25, D. C.

Dear Doctor Spaulding:

First let me thank you for calling. I'm sorry that we were not able to get together during my recent trip to Washington. It is always much more satisfying to talk in person.

As we discussed in our phone conversation, there are some changes to be made in the original proposal as submitted by the NAEB. As I indicated we have gone ahead with the limited funds at our disposal. We have collected some of the preliminary information called for in Phase I and are now ready to develop specific plans for the production of utilization materials.

The original objective of the NAEB Utilization Committee was to collect existing information and material dealing with the subject of classroom utilization of Educational Broadcasts. We intended to collect this material, organize it into "kits" and make it available on short term loan to schools, colleges, universities, broadcasting stations, and others who might be working to improve the utilization of radio and television programs. It soon became apparent that specific utilization material just did not exist. Throughout the country many people were working in this field but the few materials they were using were makeshift and inadequate. In order to have material suitable for national distribution, a special material development project would be needed. The proposal you have is the result of this decision.

Since submitting this proposal, several steps have been taken by the NAEB or by NAEB member organizations. All of these steps deal with the information gathering aspects of Phase I.

PROGRESS TO DATE

1. A series of letters was sent to some 60 people active in

the field of School Broadcast utilization. From their answers the following generalizations were made.

a) Very little material dealing with classroom utilization of educational broadcasts exists.

b) There is a great need for special utilization materials, particularly demonstration of educational broadcasts and their utilization. The proposal for this service was enthusiastically received. Many replies were accompanied by requests for use of the first kits to be completed.

c) There are many competent people available to develop information or demonstration material kits. Some of these people have worked extensively in the utilization field.

d) Very few people indicated that they had or could get funds to develop their ideas.

e) Several organizations other than the NAEB are interested in the field of utilization. (These organizations were contacted. The results from these contacts is listed in 3 below.)

f) One or more pilot kits should be developed as an example of the service to be offered. (See 2 below)

g) The material having the most immediate need was a library of examples of outstanding school programs. These should be gathered from all over the country and would demonstrate various kinds of programs as well as various types of utilization patterns.

2. Three pilot kits are in development at the present time. One of these, a kit showing classroom activities relating to the radio series "Let's Find Out", is being developed by the staff of KSLH in St. Louis, Missouri. The kit is approximately 85% completed. It will consist of:

— a set of 2x2 color slides

— audio tape commentary to accompany slides

— presentation outline for discussion leader

— printed material for distribution, such as: study guides, utilization suggestions and series information sheets.

Other pilot kits are being prepared by the Chicago Public Schools and the Minneapolis Public Schools. Preliminary versions of these three kits were demonstrated to a group composed largely of classroom teachers at the Institute for Education by Radio and Television in Columbus, Ohio last May. The group viewing the pilots gave their reactions with suggestions for these specific kits as well as the completion of the project. All of their comments were favorable and many people expressed their

immediate need for these materials.

The slides from the St. Louis kit were also shown to members of the Title VII Advisory Committee by Miss Elizabeth Goltermman. This kit will be completed and shown as an interim report at the October meeting of the Title VII Advisory Committee.

3. Liason has been established between several organizations who are also interested in the problem of classroom utilization of educational broadcasts.

AACTE - The Television Sub-committee of the American Association of Colleges of Teacher Education is preparing an outline to be used as a basis for organizing workshops and courses to achieve effective utilization of instructional television. Several meetings have been held with members of this organization. A representative from NAEB has met with this sub-committee and assisted in developing the outline.

DAVI - The Department of Audio Visual Instruction of the National Education Association is planning a special film report to show excerpts of outstanding instruction television programs. Arrangements have been made with DAVI to distribute this film through the NAEB Utilization Kit Service.

DCT - The Department of Classroom Teachers of the National Education Association and DAVI are planning a joint utilization seminar this fall. The purpose of this seminar is to prepare a special publication on utilization of instructional television. A NAEB representative is a member of the Steering Committee planning this seminar.

STEPS TO COMPLETE PHASE I

The following steps are necessary to complete the developmental phase of this proposal. A revised time table and budget is included at the end of this section.

1. Those people who responded to our previous correspondence with suggestions for material they could produce will be asked to submit a specific production proposal, including an outline of the material to be produced, a suggested time table and an estimate of the cost. This information will be needed to develop specific production plans and to evaluate these plans by the screening committee.

2. People who are known to be working with classroom utilization of educational broadcasts and who were not previously contacted will be invited to submit a kit developmental outline.

3. A special eight person screening committee will be set up. This committee will include people active in the utilization field,

such as: Mrs. Gertrude Broderick; Miss Marguerite Flemming; Mr. Charles Hettinger; Miss Arlene McKeller; Miss Wanda Mitchell; Mrs. Elizabeth Noel; Mr. Lewis Rhodes.

4. School systems and educational broadcast producers will be asked to nominate some of their outstanding broadcast lessons for use in the library service. They will be asked to send prints or tapes of these nominations for preview and selection by the Screening Committee.

5. The kit proposals will be reviewed by a special Screening Committee. This Committee will meet in San Francisco, October 16-17, 1960, preceding the NAEB national convention. In addition to reviewing the kit production proposals the Committee will screen and select program examples to be included in the library.

6. Following approval of these proposals by the Advisory Committee, the project director will meet with the people making the proposal to work out the final details of the production.

7. When the plans are completed funds will be sought to produce the materials and a specific distribution procedure will be set up.

TIME SCHEDULE FOR PHASE I:

| | |
|---|---|
| August 15, 1960 | Project starting date |
| October 1, 1960 | Completion of St. Louis pilot kit |
| October 3, 1960 | Deadline for submission of production proposals |
| October 16-17, 1960 | Screening Committee meeting |
| January 15, 1961 | Production plans completed library materials selected. |

BUDGET FOR PHASE I:

| | |
|---|---|
| Project Director ($10,080 per annum 1/5 time, 5 months) | $ 840.00 |
| Clerk, typist ($3,600 per annum, ½ time, 5 months) | 750.00 |
| Employee services (Social Security, hospitalization, fiscal control, etc.) | 191.50 |
| Postage, telephone, printing, etc. | 200.00 |
| Misc. office supplies | 75.00 |

| | |
|---|---|
| Screening committee meeting expenses<br>Per diem (8 people, 2 days,<br>$25.00 per day) | $ 400.00 |
| Committee travel (estimated) | 3,000.00 |
| Misc. meeting expenses | 75.00 |
| Project Director travel (to make final plans for production, estimated) | 1,000.00 |
| TOTAL REQUESTED | $6,531.50 |

If you have any additional questions please call or write. As you can see we have not included any overhead expenses in the budget for this Phase. I would estimate that between the NAEB and KTCA-TV we will supply additional services in the form of administration, communication, supplies, office space, etc. in the amount of $1,500.00.

Sincerely,

Clair R. Tettemer
Director of School Programs

CRT:ckj
cc: Dr. Harry J. Skornia

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
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